Maps Search Evaluation Guidelines

JUNE 2020

1. Introduction 5
1.1.The Rating Tool 5
1.2.Rating Workflow 11
1.3.Rating Interface 12
  1.3.1.Query-Level 'Navigational Result' Question 13
  1.3.2.Result-Level Rating Checkboxes 13
  1.3.3.Result Relevance Rating 14
  1.3.4.Result Relevance Demotion Checkboxes 15
  1.3.5.Data Accuracy 15
  1.3.6.Comments 15

2. Understanding User Intent 16
2.1.Query Types 16
  2.1.1.Research Expectation 19
2.2.Result Types 20
2.3.Location Intent 21
  2.3.1.Explicit Location 21
  2.3.2.Implicit Location 22

3. Rating the Query-Level Navigational Result Question 22

4. Rating Result-Level Issues 23
4.1.Result Name/Title in Unexpected Language or Script 23
  4.1.1.Name of Business/POI Results 24
  4.1.2.Title of Address Results 27
4.2.Business/POI is Closed or Does not Exist 27
  4.2.1.Closed/Does Not Exist vs. Inaccurate Name and Address 28
  4.2.2.Rating Relevance of Closed/Non-existing Business/POI 28

5. Relevance 28
5.1.Query-Result Connection 29
  5.1.1. General Connection 30
  5.1.2. Abbreviation/Alternate Name Connection 30
  5.1.3. Category Connection 30
  5.1.4. Spell Correction Connection 31
  5.1.5. Transit Intent Connection 31
  5.1.6. Special Character Connection 31
  5.1.7. Address-Result Connection 32
  5.1.8. Lack of Connection 32
5.2. Satisfying User Intent 34
5.3.Prominence 35
5.4.Distance 36
5.5.Distance vs. Prominence 38
5.6.Many Possible Results 39
5.7.Few Possible Results 41
5.8.Few Possible Results and Greater Distance 42
5.9.Rural Areas 43
5.10.Location – User Intent Deviation 44
5.11.Rating for User Inside and Outside Viewport 45
5.12.Partial Address Does Not Exist 47
5.13.City vs. Municipality 48
5.14.Unexpected Results 48
5.15. Multiple Transit POIs with the Same Name 50
5.16.POIs and Transit Intent 51
  5.16.1.Transit Queries 52
  5.16.2.Stops vs. Stations 55

5.17.Parking Intent 57
5.18.Relevance: Service-Level Mismatch 57

6. Name Accuracy 59
6.1.Name Not Applicable (n/a) 60
6.2.Result Names 60
  6.2.1. Correct Name 61
  6.2.2. Partially Correct Name 64
    6.2.2.1. Minor and Moderate Misspellings and Missing or Extra Words 64
    6.2.2.2. Service-Level Mismatch 67
    6.2.2.3. Holding Name and Corporate Structure 67
  6.2.3. Incorrect Name 68
6.3 Result Classification 70
  6.3.1. Correct Classification 70
  6.3.2. Incorrect Classification 71
6.4. Can't Verify 73
6.5 Transit Names 73
6.6. Parking Names 74
6.7 Final Name Accuracy Rating (Summary Table) 75

7. Address Accuracy: Components and Issues 76
7.1.Address Components 76
  7.1.1.Street Number 76
  7.1.2.Unit/Apt 78
  7.1.3.Street Name 79
  7.1.4.Locality and Administrative Divisions 80
  7.1.5.Region or State 81
  7.1.6.Postal Code 82
  7.1.7.Country 82
7.2.Address Does Not Exist 83
7.3.Language/Script Issue in Address 83
7.4.Country-Specific Issue 84
  7.4.1.Country-Specific Issue vs. Correct with Formatting Issue 84
7.5.Other Issue 84
7.6.Correct with Formatting Issue 85
7.7.Can't Verify 85
  7.7.1.Can't Verify for Street Number 86
  7.7.2.Can't Verify for Street Name 86

8. Address Accuracy: Result Expectations 87
8.1.Business/POI Result 87
  8.1.1.Business/POI Address Research and Resources 87
  8.1.2.Alternative Official Addresses 88
    8.1.2.1.Department Addresses 88
    8.1.2.2.Result Missing the Street Address 90
    8.1.2.3.P.O. Box, Mailing Addresses, and Management Offices 91
  8.1.3.Businesses/POI with Moving Locations 92
  8.1.4.Events 92
8.2.Address Type Results 93
  8.2.1.Address Result 93
  8.2.2.Address Formats 93
  8.2.3.Street Result 94
  8.2.4.Locality Result 94
  8.2.5.Postal Code Result 95
  8.2.6.State/Region/Territory Result 95
  8.2.7.Country Result 95
8.3.Features Without an Expected Address 95
  8.3.1.Natural Features 95
  8.3.2.POIs Without an Expected Address 97

Confidential
2558900

8.3.2.1.Minimum Address Component 97
8.3.2.2.Official Address Present 98
8.3.2.3.No Official Address 100

9. Pin Accuracy 102
9.1.General Considerations 102
9.1.1.Pin Resources 102
9.1.2.Satellite Imagery vs. Vector Map 103
9.1.3.Boundaries of the Feature 104
9.1.3.1.Half 'n Half and Tennis Rules 105
9.1.3.2.Boundaries in Shared Spaces 107
9.1.4.Next Door 109
9.1.5.Can't Verify (Smallest Identified Area) 110
9.2.Single Rooftop 111
9.2.1.Leaning Buildings 125
9.2.2.Residential Property with Multiple Buildings 127
9.3.Multiple Rooftops 128
9.3.1.Multiple-Rooftop Rating 129
9.3.2.Campus Rating 135
9.3.2.1.Single-Complex Campus 137
9.3.2.2.Dispersed Campus 140
9.4.Features Without a Rooftop 143
9.4.1.Natural Features 143
9.4.2.Administrative Divisions 146
9.4.3.Streets 147
9.5.Parking Lots and Structures 149
9.6.Transit POIs 150
9.6.1.Bus, Tram, and Streetcar Stops 152
9.6.2.Transit POI with Multiple Rooftops/Platforms 153
9.6.3.Transit POIs with a Single Rooftop 156
9.6.4.Underground Transit Stations 156
9.6.4.1.How to Establish an Entrance Polygon 157
9.6.4.2.Examples 158

10.How to Rate Results 162
10.1.Specific Address 162
10.2.Non-Specific Address 176
10.3.Query Address Does Not Exist 184
10.4.Point of Interest 186
10.5.Understanding Multiple Query Interpretations: Beyond Viewport and User Location 190
10.6.Business Queries 193
10.6.1.Non-Chain Businesses 194
10.6.2.Chain Businesses 197
10.6.3.Chain Business with Location Modifier 201
10.6.3.1.General Location Modifier 201
10.6.3.2.Specific Location Modifier 209
10.6.4.Back Offices and Businesses with no Physical Location 213
10.6.5.Business/POI does not Exist 215
10.7.Category Queries 216
10.7.1.Category Query with Location Modifier 216
10.7.2.Navigational Results for Category Queries 218
10.7.3.Clear Categories 222
10.7.4.Soft Categories 223
10.7.5.Category Query: Parking 228
10.8.Other Query Types 232
10.8.1.Routing Queries 232
10.8.2.Coordinate and "My Location" Queries 234
10.9.Unclear Results 236

Confidential
2558900

11.Top Rating Tips 243
11.1.What's the relevance when query is business/POI name and address and the result is only the address? 243
11.2.What's the relevance when the query is a street name and the result is a single business on that street? 243
11.3.How do I know what the location intent is when user is outside/inside a fresh viewport? 244
11.4.How do I know what the location intent is when user is outside/inside a stale viewport? 245
11.5.This full address result does not exist. How do I rate it? 245

Appendix: Release Survey 247

Confidential
2558900

1. Introduction

Welcome to Maps Search Evaluation. These guidelines will teach you how to use the evaluation tool and rate Maps Search results.

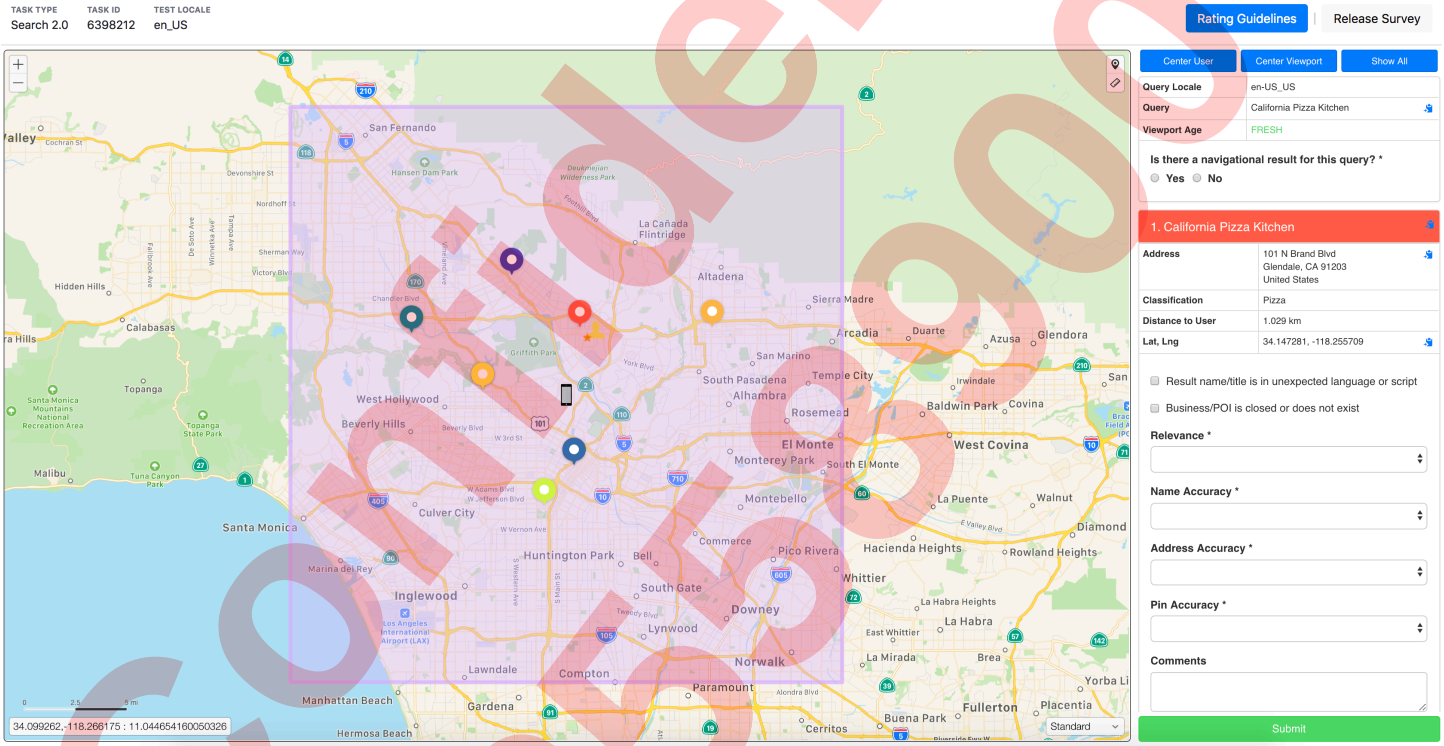
For each task, you will be presented with a search query and the results that are provided to Maps users. The goals of this task are:

- **Search 2.0 and Search Relevance:** To determine how well the results satisfy the user’s query (result relevance)
- **Search 2.0 only:** To check the data accuracy (name, address, and pin location) of the results

The information produced from these tasks will be used for evaluation purposes only.

1.1. The Rating Tool

This is the web-based rating tool used to rate Search 2.0 and Search Relevance queries.



TASK TYPE	TASK ID	TEST LOCALE
Search 2.0	6398212	en_US

Query Locale	en-US_US
Query	California Pizza Kitchen
Viewport Age	FRESH

Is there a navigational result for this query? *
○ Yes ○ No

1. California Pizza Kitchen

Address	101 N Brand Blvd Glendale, CA 91203 United States
Classification	Pizza
Distance to User	1.029 km
Lat, Lng	34.147281, -118.255709

☐ Result name/title is in unexpected language or script

☐ Business/POI is closed or does not exist

Relevance *

Name Accuracy *

Address Accuracy *

Pin Accuracy *

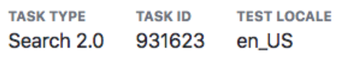
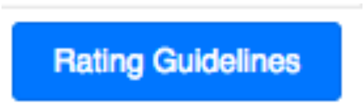
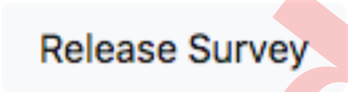
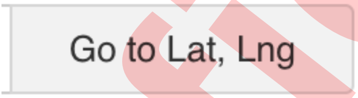
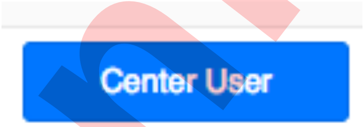
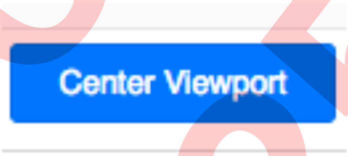
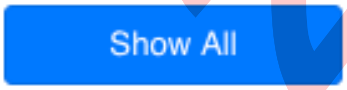
Comments

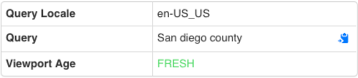
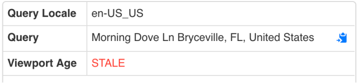
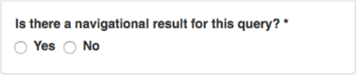
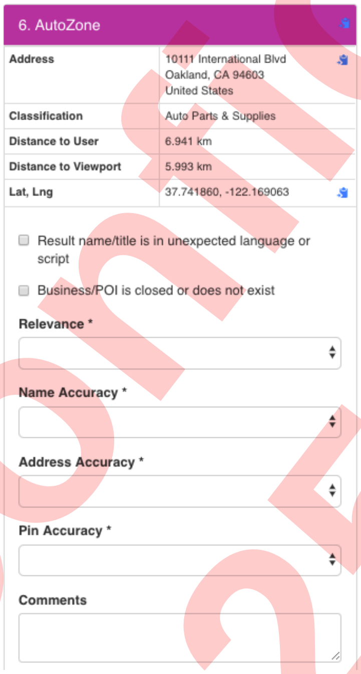
34.099262,-118.266175 : 11.044654160050326

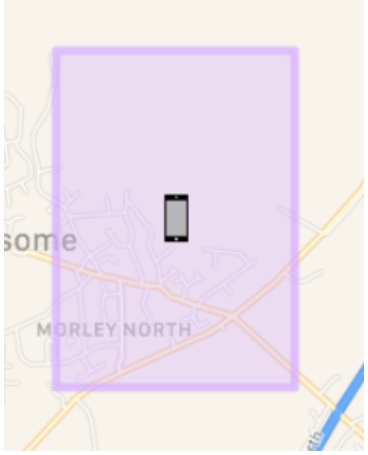
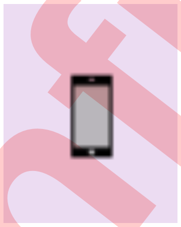
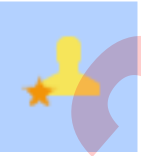
Rating Guidelines
Release Survey
Center User
Center Viewport
Show All
Submit
Standard
San Fernando
Hansen Dam Park
La Cañada Flintridge
Altadena
Sierra Madre
Arcadia
Duarte
Azusa
Glendora
Pasadena
Griffith Park
West Hollywood
Beverly Hills
Santa Monica
Culver City
Inglewood
Huntington Park
South Gate
Downey
El Monte
West Covina
Whittier
Norwalk
Compton
Malibu
Calabasas
Topanga

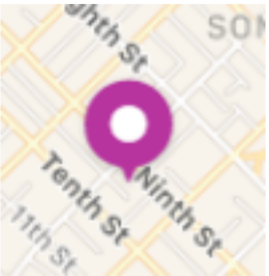
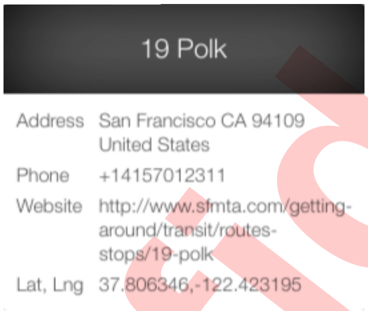
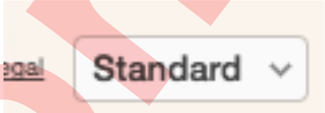
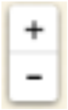
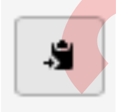
Confidential
259900

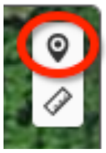
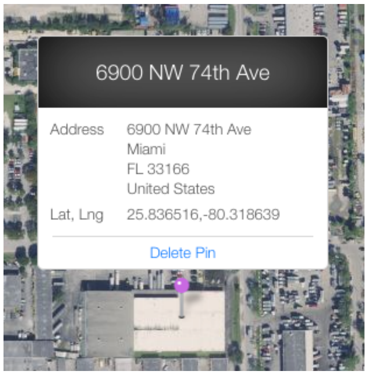
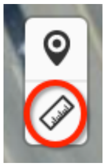
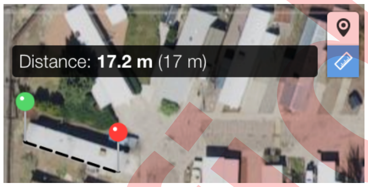
Anatomy of the Tool

Name	Screenshot	Description
Task Bar	 TASK TYPE Search 2.0 TASK ID 931623 TEST LOCALE en_US	The task bar shows: - **Task Type:** The name of the task. - **Task ID:** A number that identifies the specific task item. Use this number whenever you communicate about a task or rating. - **Test Locale:** The country and language combination this task is for.
Rating Guidelines		The **Rating Guidelines** shortcut button opens the guidelines for this task.
Release Survey		Allows you to skip a survey in rare cases when a technical or other issue prevents you from rating. See Appendix for complete instructions.
Go to Lat/Lng		This tool will move the map to the location of the coordinates you enter.
Center User		Viewport shortcut buttons provide convenient controls to pan or zoom to common map viewport settings. **Center User** moves the result viewport to the user's location without changing the zoom level (map scale).
Center Viewport		**Center Viewport** moves the result viewport to the center of the user viewport without changing the zoom level (map scale).
Show All		Use **Show All** to return from any zoom level to the initial display showing the user, the viewport, and all the results.

Name	Screenshot	Description
Query Header	 Query Locale: en-US_US Query: San diego county Viewport Age: FRESH  Query Locale: en-US_US Query: Morning Dove Ln Bryceville, FL, United States Viewport Age: STALE	The query header shows: **Query Locale:** The country and language combination this query is for. **Query**: The term the user entered into the search bar. **Viewport Age**: How long ago the user moved the viewport. • A fresh viewport is indicated by the word **FRESH** displayed in **green** text. • A stale viewport is indicated by the word **STALE** displayed in **red** text.
Top-Level Question	 Is there a navigational result for this query? * ○ Yes ○ No	A top-level question that must be answered once for each query. **Note:** Occasionally this question may be missing **or** it may be the only question you see. Both situations are expected and not a technical issue or a reason to release the survey.
Result	 6. AutoZone Address: 10111 International Blvd, Oakland, CA 94603, United States Classification: Auto Parts & Supplies Distance to User: 6.941 km Distance to Viewport: 5.993 km Lat, Lng: 37.741860, -122.169063 ☐ Result name/title is in unexpected language or script ☐ Business/POI is closed or does not exist Relevance * Name Accuracy * Address Accuracy * Pin Accuracy * Comments	The result returned for a user query. The color of the result heading corresponds to the color of the pin on the map that marks that result's location. (See **Result Pin**, below.) The result address and classification (if included) will be shown beneath the result name/title. (The classification of the result refers to its category.) You will evaluate the relevance of each individual result. If you are rating Search 2.0, you will also rate the name/address/pin accuracy for each result. **Note:** A query can generate more than one result.
GrayedOut Result	`	You may occasionally see one or more grayed-out results with no rating fields underneath. No rating is required for these results. This is expected and is not a technical issue or a reason to release the survey.

Name	Screenshot	Description
User Viewport		**User viewport**: A transparent purple box centered over a device icon shows the user's viewport at the time the query was issued (if known). The user viewport represents the map area the user was looking at when making the query. The shape of the box may vary depending on the size and orientation of the device being used. **Note**: In some cases, the user viewport may be so small that it cannot be seen, but (if the viewport information is available) the **device icon** will always be visible, regardless of the map scale. **Note:** The viewports you see in the examples in these guidelines may be grey.
Device Icon		This device icon shows the center of the **user viewport** at the time of the user query. The purpose of the device icon is to make it easier to find the user viewport. It does **not** indicate the user's location. **This icon should not be used for measuring distance.** To measure distance, start from the outer edge of the user viewport. This icon has no rating significance. Its only purpose is to help you find the viewport on the map.
User Location		A yellow bust+star icon indicates the user location at the time of the query (if known). **Note**: Clicking on the icon reveals the coordinates (latitude/longitude) of the

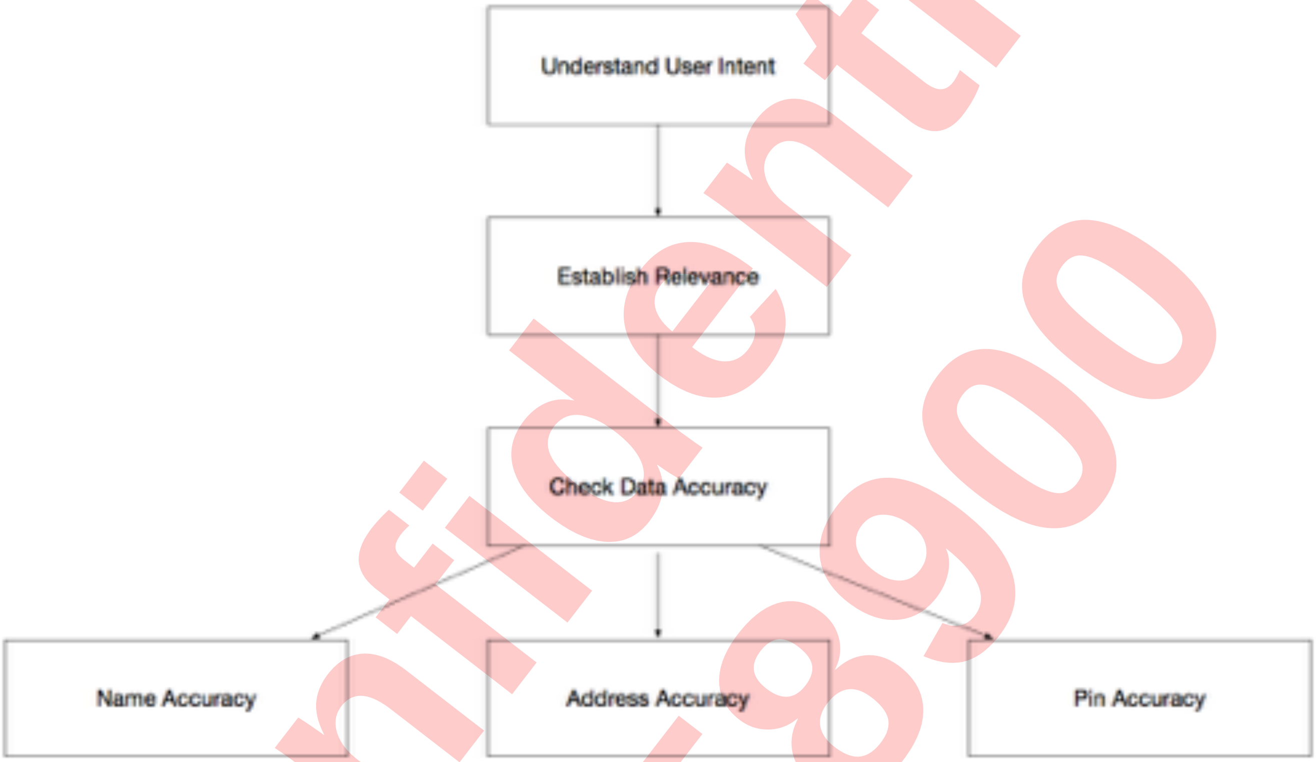
Name	Screenshot	Description
Result Pin		A pin indicates a **result's location**. The head of the pin is only an indicator. The tip marks the actual location. Each pin on the map has a unique color, which matches the color of its corresponding result heading.(See **Result**, above) **Note:** The pins you see in the examples in these guidelines may look different from the the pin shown in this chart and the ones in the tool.
Pop-up Information Box	 19 Polk Address San Francisco CA 94109 United States Phone +14157012311 Website http://www.sfmta.com/getting-around/transit/routes-stops/19-polk Lat, Lng 37.806346,-122.423195	Clicking any individual result or pin causes a pop-up box to appear over the pin. The text within the box may show additional information and should only be used for research purposes to help understand the result: • Phone number (for research only, never call a business) • URL • Coordinates (latitude/longitude) **Note**: Do **not** rate the information in the pop-up box. Rate only the information in the result.
Map Layer Selector	 Standard	Allows you to select which map layer is displayed.
Zoom Controller	 + –	Allows zooming in and out on the map. Change the zoom level by clicking the + (zoom in) or – (zoom out) buttons.
Copy to Clipboard		Click to copy information to a clipboard

Name	Screenshot	Description
Drop Location Pin	  6900 NW 74th Ave Address 6900 NW 74th Ave Miami FL 33166 United States Lat, Lng 25.836516,-80.318639 	Click the pin icon at the top right of the map to place a pin anywhere on the map. A purple pin and a pop-up window showing the pin's address and latitude/ longitude will appear.
Measure Distance	  Distance: **17.2 m** (17 m)	To measure the distance, click the ruler icon at the top right of the map. You can now drop a start pin (green) and an end pin (red). The tool will display the distance between them.
Submit	Submit	Click **Submit** to save your ratings and display the next available task.

1.2. Rating Workflow

Complete each step of the following workflow before you assign a rating.

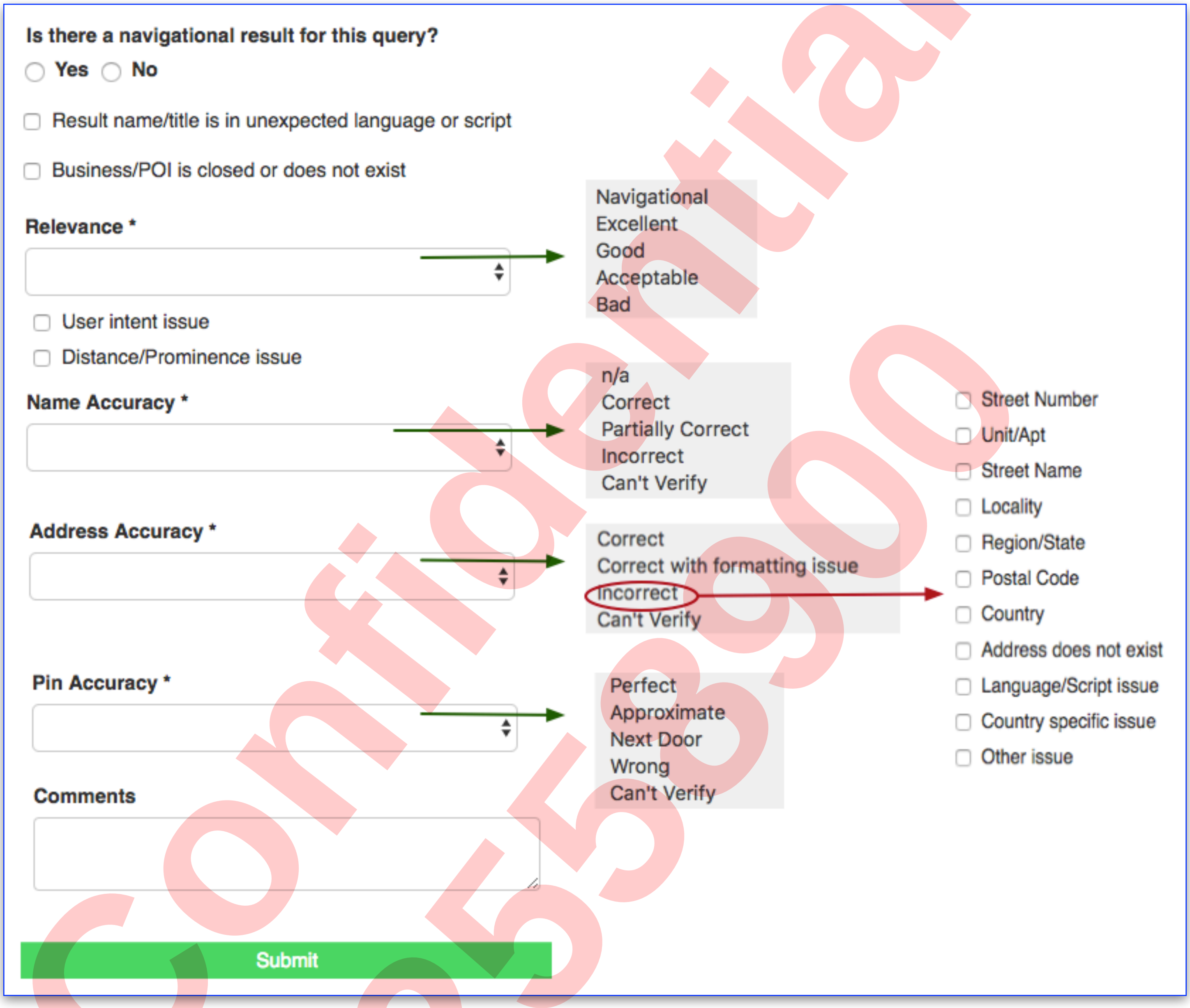
Evaluate and rate each rating drop-down independently of the others. Rate result **Relevance** based on whether the result fits the query intent, even if the result is closed or does not exist or has incorrect Name, Address, or Pin data. If you are rating Search Relevance you will stop here. If you are rating Search 2.0, you will continue by rating **Name Accuracy, Address Accuracy,** and **Pin Accuracy** individually.


Understand User Intent
Establish Relevance
Check Data Accuracy
Name Accuracy
Address Accuracy
Pin Accuracy

Rate each result on its own merits. Do not demote duplicate or very similar results.

1.3. Rating Interface

Your ratings and comments will be collected in the rating interface pictured below. You will first answer one top-level question about the query itself, then rate each individual result using the other checkboxes and drop-downs.



Is there a navigational result for this query?

○ **Yes** ○ **No**

☐ Result name/title is in unexpected language or script

☐ Business/POI is closed or does not exist

Relevance *

- Navigational
- Excellent
- Good
- Acceptable
- Bad

☐ User intent issue

☐ Distance/Prominence issue

Name Accuracy *

- n/a
- Correct
- Partially Correct
- Incorrect
- Can't Verify

Address Accuracy *

- Correct
- Correct with formatting issue
- Incorrect
- Can't Verify

Incorrect:

☐ Street Number
☐ Unit/Apt
☐ Street Name
☐ Locality
☐ Region/State
☐ Postal Code
☐ Country
☐ Address does not exist
☐ Language/Script issue
☐ Country specific issue
☐ Other issue

Pin Accuracy *

- Perfect
- Approximate
- Next Door
- Wrong
- Can't Verify

Comments

Confidential
2553900

1.3.1. Query-Level 'Navigational Result' Question

You will answer a top-level question for each query to indicate whether there are any results in the real world that would completely satisfy the user intent.

Query-level question	Explanation	Notes
Is there a navigational result for this query?	Are there any results in the real world that can completely satisfy the user intent?	You will only need to answer this question once for each query.

1.3.2. Result-Level Rating Checkboxes

For each result, you will be presented with two high-level questions. These will allow you to highlight any problems at the result level.

High-level question	Explanation	Notes
Result name/ title is in unexpected language or script	Result is not in the language of the query, the test locale, or the result region (the expected languages) or is in a mix of expected and unexpected languages (unless it is an official company, chain, or brand name).	If you check this box, your rating for this query will be complete (all other questions will be unavailable).
Business/POI is closed or does not exist	Research shows that the business is closed or that no such business exists at the address listed in the result.	If you check this box, you will rate only the relevance of the result as if it did exist. All other questions will become unavailable, and your rating will be complete. Use thorough research and your best judgement to determine whether the result is closed, has never existed, or the result component(s) are incorrect.See Unclear Results for further guidance.

1.3.3. Result Relevance Rating

The relevance rating will take into consideration user intent as well as distance/prominence. Relevance is always rated independently of any data (name/classification, address, or pin) inaccuracies. This means that when rating relevance we always assume that the result exists (even if research reveals the location is closed) and that the data presented is correct.

Always rate against the real world: If there is a better result available but it is not shown, demote the existing result(s) while considering the missing one(s).

Relevance Rating	Explanation	Notes
Navigational	The most likely result implied by the user's query, location, and/or viewport that completely satisfies the user's distinct intent. A distinct user intent is defined by a combination of the following characteristics: • Extreme prominence (e.g. Eiffel Tower) • Uniqueness (e.g. complete address) • Proximity (e.g. incomplete address that points to an unambiguous option that is	A rating of **Navigational** for one result does not prevent other results from satisfying the query to a lesser degree.
Excellent	A high-quality result that clearly satisfies the user's intent. Multiple results can be considered high quality.	Highest possible initial rating for ambiguous queries as well as for queries that are not eligible for a Navigational rating.
Good	Only partially satisfies the user's intent due to relevance, prominence, or distance.	Any relevance rating of **Good** or below will require an indication of the reason(s) for the demotion: • User Intent Issue • Distance/Prominence Issue
Acceptable	Technically satisfies the user's intent but does so poorly due to relevance or distance.	
Bad	Does not satisfy the user's intent due to lack of relevance or great distance (when closer satisfying results are available).	

1.3.4. Result Relevance Demotion Checkboxes

If you give a result a Relevance rating of **Good** or below, you will be presented with two checkboxes. Use them to select the reason(s) for your rating:

- User Intent issue
- Distance/Prominence issue

Checkbox	Explanation	Notes
User Intent issue	Select when the demotion is due to a result only partially fulfilling the query intent.	If both issues were reasons for your relevance rating, select both checkboxes.
Distance/ Prominence issue	Select when the demotion is due to a distance issue based on the user or viewport location or when you demoted for a result that is less prominent based on the initial query intent. You can also select this option when the query asks for something at a specific location and the result is not at or near the requested location.	

1.3.5. Data Accuracy

If you are rating Search 2.0, once you've rated relevance, you will evaluate three result components for data accuracy: Name, Address, and Pin.

1.3.6. Comments

Comments are **mandatory** for any result relevance rating of **Good** or below and for any data issues not rated **Correct/Perfect** and should explain the reasons for all rating demotions. Be sure to:

- **Include user intent**: It’s useful to indicate what you think the user intent is.
- **Refer to the guidelines:** If the demotion is due to a guideline instruction, note the guideline section you used to make your decision.
- **Include sources:** If you find incorrect information in a result, your comment should include the correct information and its source. Be sure that any links you include lead directly to the information you provide. If they don’t, include a link to the source you used and explain how to get to the information from there.
    - **Use URL shorteners when inserting long links into your comments**
- **Be concise:** Don’t write elaborate comments. Be short and specific.
- **Comment in English:** Your comments will sometimes be reviewed or used by people who are not familiar with your test locale or its language. Comments in English are understandable to the widest possible audience.

Issue	Expectations	Example Rating and Comment
Relevance Demotions	The comment should explain the reasoning behind your rating. A demotion may be due to distance from the user's location compared to similar results/potential results, secondary intent, or other reasons.	Relevance -> **Good** (Distance/Prominence) Comment: Demoted -1 for a few closer real world locations in the Middletown/Anchorage area
Data Issues	Include a comment when you rate a Name, Address, or Pin something other than **Correct** or **Perfect** or you give a rating of **Closed/Does not Exist** or **Unexpected Language**.	Address Accuracy -> **Incorrect** — Street Number Comment: Correct street number is: 332 W El Camino Real, Sunnyvale, CA 94087 Pin Accuracy -> **Wrong** Comment: Wrong pin: correct location is: 52.368067, 4.895389

2. Understanding User Intent

Before evaluating any results, you'll need to understand what the user wanted to find when they typed in their query. To determine user intent, use a combination of your own research and local knowledge plus the information found in the rating interface, which includes:

- User location
- User viewport
- Viewport age

User intent refers to the interaction between query, user location, user viewport, and viewport age.

2.1. Query Types

The queries you are evaluating are real queries submitted by users. Because they are real, they can:

- Be misspelled
- Contain mistakes
- Be inconsistent
- Be ambiguous
- Be badly formatted
- Be, or contain, emojis
- Have no maps intent

The first step in the rating process is to make sure you understand the query.

> If you see a foreign-language query, do **not** release the survey. Research the query or use an online translation tool to find out what it means, then rate it as usual.

Confidential
2558900

You will see several types of queries, including:

Address queries

Address queries contain all or part of a complete address, including street number, street name, locality, state, country, and postal code.

Query	Explanation
[717 E El Camino Real, Sunnyvale, CA 94087]	This is an address query in the form of a full address. It contains a street number, street name, locality, state and postal code.
[Stevens Creek Blvd, Cupertino CA]	This is an address query for a street. The user is looking for the location of this particular street.
[Ireland]	This is an address query for a country. The user is looking for the location of the country of Ireland.
[New York]	This ambiguous query could refer to New York city or New York state. You will find more information on prominence, user location, and the viewport in the following sections to help you determine the intent of this query.

Point of Interest (POI) queries

A point of interest (POI) is a location that people find interesting or useful. POIs can be locally or internationally known. These guidelines use a very broad definition of POI in which businesses are also considered POIs.

Query	Explanation
[London Bridge]	This is a query for a famous POI in London.
[Danube River]	This is a query for a river in Europe.
[Charing Cross Station]	This is a query for a transit station in London.
[Union Square, SF]	This is a query for a location in San Francisco.

Business queries

Business queries contain the name of a specific business.

Query	Explanation
[Zola Palo alto]	This is a business query with a **location modifier** (Palo Alto). The user is looking for a specific restaurant (Zola) in Palo Alto, CA. Queries can include **location modifiers,** like city names, that make them more specific.
[Bookasaurus]	This is a business query with a request for a specific store in Sunnyvale, CA. The viewport and user location can help pinpoint the desired location for such a query.
[Starbucks, 7 Boulevard Poissonnière, 75002 Paris, France]	This is a query for a **chain business** followed by a specific address. Chain businesses are businesses that have more than one location, and include everything from national chains, like Starbucks, down to small local chains, like Burrito Boyz. Target, Auchan, Albert Heijn, and Boots are all chain businesses.
[Target sunnyvale]	This is a business query with a request for the chain business Target and location modifier of Sunnyvale, CA.

Category queries

A category refers to a group of entities that share a set of characteristics.

Query	Explanation
[fast fod]	This query is for locations where fast food is served. Assume the user wanted the correct version of the query when the actual query contains a simple misspelling.
[bus stop]	This query requests the locations of bus stops.
[coffee]	This query requests the locations of businesses that sell coffee.
[gym]	This query requests the locations of fitness centers.
[gas San Francisco]	This query requests the locations of gas stations with a **location modifier** of San Francisco.

Coordinate and "My location" queries

Some queries are simply a set of coordinates or the words "my location" (or something similar).

Query	Explanation
[36.082857, -115.172916]	The user has specified a location using lat/long coordinates.
[my location]	The user has typed these (or similar) words to find out where they are.

Emoji Queries

Some queries are not made using words. Emojis represent the category they picture. Use the most literal meaning.

Query	Explanation
⛽	The fuel pump represents a search for places to get gas.
🍕	The pizza slice stands for the query "pizza."
☕	The coffee cup represents the query "coffee."

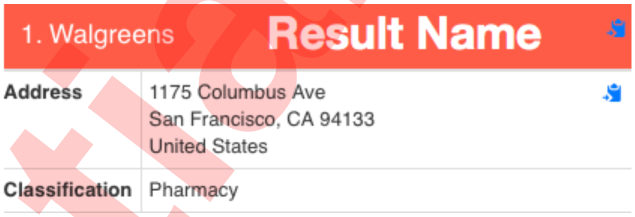
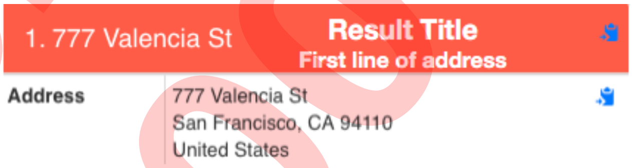
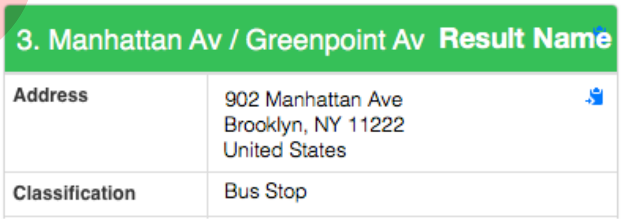
2.1.1. Research Expectation

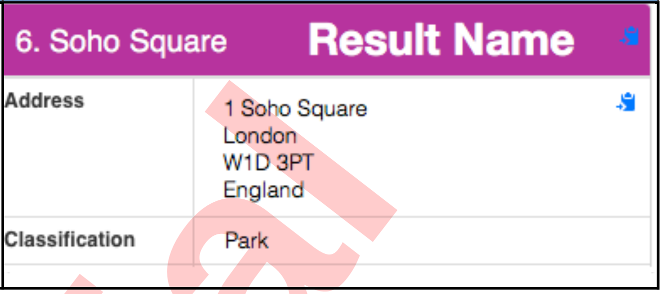
Research will help you understand the user's query and intent:

- Use a search engine to investigate and understand the query intent
- Use official resources like businesses' official websites, national postal service websites, and government websites whenever possible
- Use your own local knowledge
- Use the information provided in the rating interface

2.2. Result Types

A query can return one of three types of results.

Result Type	Explanation	Example
Business/POI	Businesses and POI type results will show a name in the top field, followed by an address and a classification. The same rating rules will apply to both Business and POI results.	 1. Walgreens **Result Name** Address: 1175 Columbus Ave, San Francisco, CA 94133, United States Classification: Pharmacy
Address	These results can be one of multiple address types, including residential address or locality. Instead of a business or POI name, this kind of result will show the first line of the address in the top field, followed by the entire address below. This type of result will not include a classification. **Note**: If a result does not include a classification, don't assume the result type is an address. You must still do research to verify this as not all POIs will have a classification.	 1. 777 Valencia St **Result Title** **First line of address** Address: 777 Valencia St, San Francisco, CA 94110, United States No classification expected for Address results
Features without an expected address	The results for POIs or features without an expected address, like bus stops, bridges, or mountains, may sometimes look like address type results. Check to see if the result includes a classification. If it does, the result refers to a feature or POI, not an address. At first glance, the result on the right might look like it's for an intersection. However, since it includes a classification, you can see that it actually refers to a POI — in this case, a bus stop.	 3. Manhattan Av / Greenpoint Av **Result Name** Address: 902 Manhattan Ave, Brooklyn, NY 11222, United States Classification: Bus Stop

Result Type	Explanation	Example
	This result for a landmark square might be mistaken for a result referring to a street with the same name. Since it contains a classification, in this case "Park," you can see that it actually refers to a POI.	 6. Soho Square **Result Name** Address: 1 Soho Square London W1D 3PT England Classification: Park

2.3. Location Intent

A result is considered most relevant when it is located in the user's area of expected results. There are two types of Location Intent:

- **Explicit:** The query is made clearly and indicates a specific location or area where results are expected.
- **Implicit:** The location expectation is not as clear, so you must use context clues, in the form of user location and viewport, to discover the area in which the user is expecting results.

2.3.1. Explicit Location

When there is an explicit location mentioned in the query, you can ignore the user and viewport locations. The user has told you exactly where they want to see results. If the query contains words like "near me" or "nearest," the user's location, not the viewport location, should be considered the explicit location intent.

Query	Expected results	Notes
[bubble tea tully road san jose]	Places to buy this drink on Tully Road in San Jose.	User and viewport locations should be ignored.
[Boston museums]	Museums in the city of Boston	User and viewport locations should be ignored.
[kfc Philadelphia]	The queried chain business within the stated locality.	User and viewport locations should be ignored.
[food near me]	Relevant POIs near the user's location	Viewport location should be ignored, even if fresh.
[nearby/nearest starbucks]	Relevant POIs near the user's location	Viewport location should be ignored, even if fresh.
[my location]	Result placed on the user's location	Viewport location should be ignored, even if fresh.

2.3.2. Implicit Location

If the user's location intent is not expressly stated in the query, for example **[chinese]** or **[479 margarita ave],** use the user location, viewport location, and viewport age to determine the area of expected results.

Viewport	User	Location Intent
Fresh	Inside Viewport	When the user is within a fresh viewport, take the user location as location intent. Results are generally expected in or near the viewport, and results inside the area cannot be rated **Bad** because of distance alone.
	Outside Viewport	Results are expected in or near the viewport area. All relevant results inside the viewport are eligible for a rating of **Excellent**. If no results can be found in or near the viewport, consider the user location a secondary location intent.
	Missing	When the user is missing, the viewport is the location intent.
Stale	Inside Viewport	When the viewport is stale, consider only the user location as location intent.
	Outside Viewport	
	Missing	Use the stale viewport as location intent when the user location is missing.
Viewport Age Missing	Present or Missing	Consider the viewport fresh when the viewport age is missing.
Missing entirely	Present	The user location sets the location intent when the viewport is not present.
	Missing	When the user location and viewport are missing, the test locale becomes the location intent with a strong focus on prominent results.

3. Rating the Query-Level Navigational Result Question

Once you have identified user intent, you will need to answer a query-level question. You must decide whether the intent is unique and clear enough that there is only a single (navigational) result in the real world that could fully satisfy it.

You will answer this question before you rate any results, since you don't need to know what the results are in order to learn if there's a real-world result that could fully satisfy the user's intent:

- If there is a real-world navigational result for the query, answer **Yes**
- If there are no possible real-world navigational results for the query, answer **No**

You will answer this question once for each query.

Confidential
2558900

4. Rating Result-Level Issues

For each result, you must check to see whether:

- There is an issue with the language/script of the result name/title
- The business/POI is closed or does not exist

4.1.Result Name/Title in Unexpected Language or Script

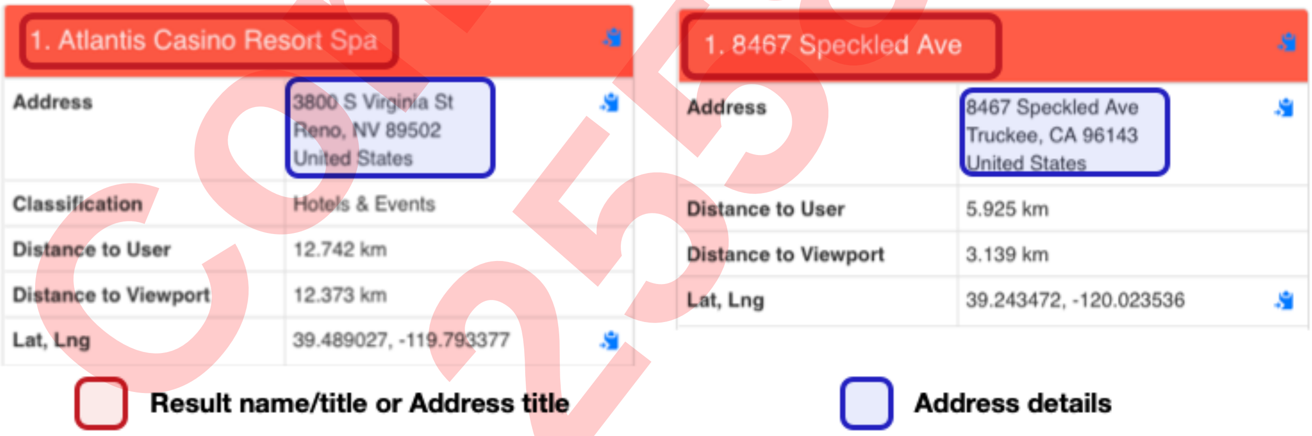
A result name or title is in an **expected** language or script when it is:

- In the language/script of the **test locale**
- In the language/script of the **query**
- In a language/script of the **result region**
- Any combination of any of the languages or scripts described above
- An **official company, chain, or brand name** commonly used in the market**,** even if this is not any of the languages or scripts described above

When all or part of a result name or title is in an **unexpected** language or script, users will not understand it. In these cases, select the **Result name/title is in unexpected language or script** checkbox. No further rating is required.

Note: When the address details, found below the name/title, are in an unexpected language or script, the result can still be understood and rated for relevance and name accuracy. For more on what to do when the address details (not the name or title) are in an unexpected language or script, see [Language/Script Issue in Address.]()

Below Left: Result name is Atlantic Casino Resort (in red box), address details are below (in blue box).
Below Right: Result is an address, so the first line of the address appears in the red box as the Address title. All the address details appear below it in the blue box.



1. Atlantis Casino Resort Spa

Address	3800 S Virginia St Reno, NV 89502 United States
Classification	Hotels & Events
Distance to User	12.742 km
Distance to Viewport	12.373 km
Lat, Lng	39.489027, -119.793377

1. 8467 Speckled Ave

Address	8467 Speckled Ave Truckee, CA 96143 United States
Distance to User	5.925 km
Distance to Viewport	3.139 km
Lat, Lng	39.243472, -120.023536

This is because the grocery department is a major department in this store and represents a large part of what it sells.

Minor Differences in Spelling

Don’t consider minor spelling issues, such as missing or added diacritics (e instead of é), as **Unexpected Language/Script**. This also applies to unnecessary or less relevant parts of a name or title. Use this checkbox only to report issues that interfere with understanding the name/title and those listed in your Country Specific guidelines.

4.1.1. Name of Business/POI Results

Pay special attention to the language and script of brand and chain names. See your Country Specific guidelines for more information.

Expected Language	Explanation	Example
Query	The query gives clues as to the language in which the user expects results. Any result that matches the most specific part of the query or corrects a spelling issue in the query is considered to be a result in an expected language. This also includes remote results in foreign countries. **But:** Consider official result name variations and default to the test locale for very short queries.	**Expected language/script:** • Test locale: en_US • Result in California, USA • Query: **[mystery]** • Result name: **Mystery Spot** Result name is in English and satisfies the query. **Unexpected language/script:** • Test locale: en_US • Result in California, USA • Query: **[market]** • Result name: **ဈေးကွက်** The result name is “Market” in Burmese script.

Expected Language	Explanation	Example
Test Locale and Query Locale	The language of the test locale is generally considered an expected language and script. If the query is so short that the language cannot be identified, assume that the query language is that of the test locale. When the test locale and the query locale differ, consider the query locale an expected language, as it provides more detailed information. For example, here the Query Locale is set to English in Indonesia. Therefore English, not Indonesian, is an expected language: • Query Locale: **en_ID** • Test Locale: **id_ID**	**Expected language/script:** • Test locale: es_ES • Result in California, USA • Query: **[college]** • Result name: **Colegio Skyline** The result name is in Spanish, which matches the language of the test locale, so this result title is expected and acceptable. **Unexpected language/script:** • Test locale: en_US • Result in California, USA • Query: **[college]** • Result name: **Colegio Skyline** "Colegio" is in Spanish, but the test locale is in English, so the result title is in an unexpected language.
Result region	The language/script of the result's region is expected as the result language.	**Expected language/script:** • Test locale: en_US • Result in Rio de Janeiro, BR • Query: **[beach]** • Result name: **Praia de Copacabana** Result satisfies the category "beach" and the result's name is in Latin script and the Portuguese language, which is the language of Brazil. **Unexpected language/script:** • Test locale: en_US • Result in Rio, BR • Query: **[beach]** • Result name: **Playa de Copacabana** Though the result name is in the same script as the test locale and query language, returning the name in Spanish is unexpected language because the language of Brazil is Portuguese.

Expected Language	Explanation	Example
Brand, chain, and business names	Any official brand, chain , or business name in the language of the suggestion’s region **or** the official brand name commonly used in the market, even if it is not in the language of the query, test locale, or result region, is expected. In bilingual areas, official names in any of the languages of the area are expected, unless otherwise specified in the Country Specific Guidelines.	**Expected language/script:** • Test locale: ar_SA • Suggestion in Riyadh, SA • Query: **[ماكدونالدز]** • Result name: **McDonald's** The name of this restaurant is in the language of the official brand name. **Expected language/script:** • Test locale: ar_SA • Suggestion in Riyadh, SA • Query: **[ماكدونالدز]** • Result name: **[ماكدونالدز]** The name of this restaurant is in the language of the region **Unexpected language/script:** • Test locale: ar_SA • Suggestion in Riyadh, SA • Query: **[ماكدونالدز]** • Result name: **[**マクドナルド**]** The name of this restaurant is in Japanese, which is not the language of the query, the locale, the result region, or the official brand name.

4.1.2. Title of Address Results

Unlike business/POI results, address results do not have an actual name. Instead, the first line of the address appears as the title. Rate **Result name/title is in unexpected Language or Script** when the title (first line of the address) is in an unexpected language or script.

Localized and Non-Localized Components

Address results can often not be translated and are accepted in the original version of the result location. Some features, however, are translated into the test locale's language, especially for bilingual or English-speaking areas. Although the preferred language is the test locale's language, the query language and language of the result's location are also accepted.

Localized components may include:

- City
- State
- Country

Appropriate localization depends on the result itself and the language it is translated into. Research and local knowledge will help you decide if the translation has been done appropriately.

Components that are not typically localized include:

- Feature type (square, bridge, roundabout, or intersection)
- Street names and street addresses including building names

Use the Address Accuracy Incorrect – Language/Script Issue checkbox if you find issues of this nature in any of the address components in the address details (not the address title) of any result.

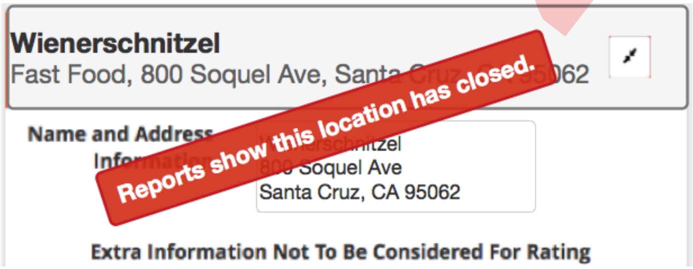
4.2. Business/POI is Closed or Does not Exist

Use this checkbox when, after careful research you determine that a result is:

- Closed/non-existent
- Randomly moving (like a food truck without a fixed schedule)
- A non-recurring past event with no further significance that does not carry any map intent

If you rate the result as **Business/POI is closed or does not exist**, you must still give a relevance rating as if the place were open or did exist.

Remember, this rating can only be applied to business or POI results, not to address type results.

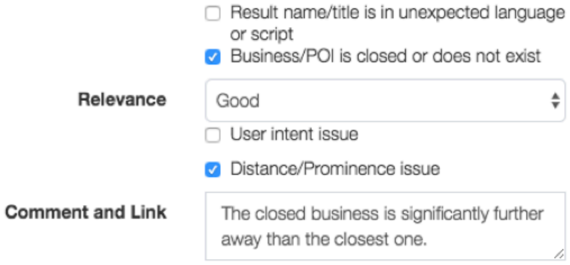


Wienerschnitzel
Fast Food, 800 Soquel Ave, Santa Cruz, CA 95062

Name and Address Information: Wienerschnitzel
800 Soquel Ave
Santa Cruz, CA 95062

Reports show this location has closed.

Extra Information Not To Be Considered For Rating



☐ Result name/title is in unexpected language or script
☑ Business/POI is closed or does not exist

Relevance: Good

☐ User intent issue
☑ Distance/Prominence issue

Comment and Link: The closed business is significantly further away than the closest one.

Use this checkbox to indicate a POI has closed only if there is evidence to prove the business indicated in the result is no longer operational.

When you can't make a decision about business closure due to lack of resources, assume the business could exist and rate the name, address, and pin accuracy as **Can't Verify** (unless there is an obvious data issue like a missing mandatory address component or a pin in the ocean).

Note: Businesses and POIs can close for construction, remodeling, vacations, or other reasons. **Treat all temporarily closed businesses as if they were open** when the closure is announced on the business/POI webpage or managed social media page. There is no limit to how long the closure can be.

4.2.1. Closed/Does Not Exist vs. Inaccurate Name and Address

It is important to understand what the result really is before making your rating. If your research reveals that the business has an incorrect name or address, use the drop-down rating options to signal precisely what is wrong. Use the **Business/POI is closed or does not exist** checkbox only for the specified purposes. See Unclear Results for more guidance and examples.

4.2.2. Rating Relevance of Closed/Non-existing Business/POI

If you select the **Business/POI is closed or does not exist** checkbox, you must still rate the result Relevance as if the business/POI did exist. Never automatically demote to **Bad**. Use your best judgement to determine how well the result satisfies user intent within the area of expected results.

5. Relevance

Relevance for each result is found by assessing the relationship between:

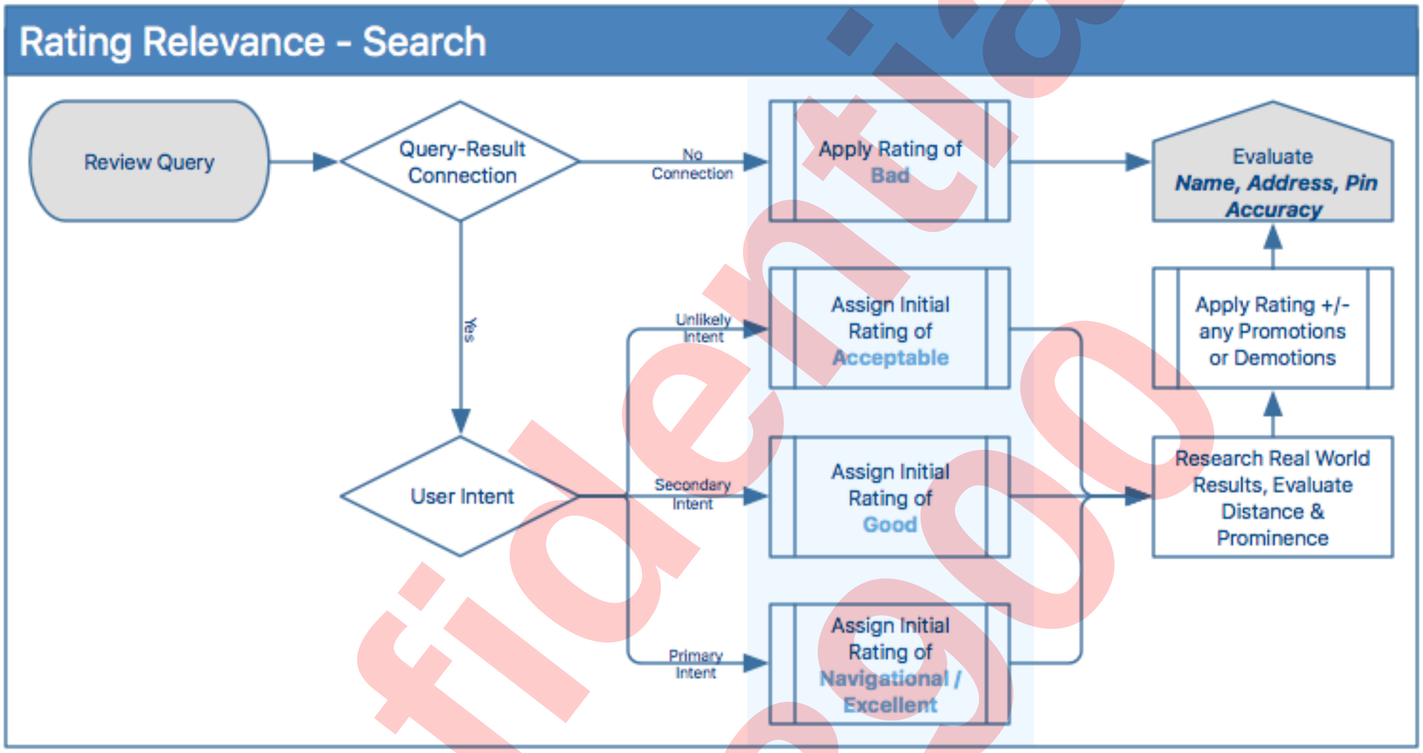
- Satisfying user intent
- Prominence
- Distance

Complete each step of this workflow before assigning your relevance rating.

General Rating Rules

- Rate each result individually and demote based on relevance and distance.
- Always rate against the real world: If there is a better result available but it is not shown, demote the existing result(s) considering the missing one(s).
- Ignore the order of the results and evaluate each one individually.
- Ignore duplicate results and rate them individually. Do not demote for repetition.
- If there are results that are extremely inappropriate or illegal, rate **Bad**. Identify such content by determining if the result is likely to be embarrassing if seen by users.

Rate the relevance of each result without considering the accuracy of the name/classification, address, or pin.
When judging distance/prominence, ignore closed or non-existent results.


Rating Relevance - Search
Review Query
Query-Result Connection
No Connection
Apply Rating of Bad
Evaluate Name, Address, Pin Accuracy
Yes
Unlikely Intent
Assign Initial Rating of Acceptable
Apply Rating +/- any Promotions or Demotions
User Intent
Secondary Intent
Assign Initial Rating of Good
Research Real World Results, Evaluate Distance & Prominence
Primary Intent
Assign Initial Rating of Navigational / Excellent

Adult Content

Businesses and POIs with legal adult content are rated:

- **Navigational** to **Bad** if the query clearly requests this type of content
- **Bad** if the query does not imply such an intent

5.1. Query-Result Connection

For a result to satisfy a query to any degree, there must be some kind of relationship between them. Your first task is to understand what this connection is.

Satisfying the user intent is only the first step in the rating process and covers the minimum requirements for a result to be considered relevant.

5.1.1. General Connection

A result can satisfy user intent for multiple reasons, but most often the result satisfies the most specific part of the query's intent. This kind of relationship between query and result is called a **General Connection**.

User Query	Result	Type of Connection	Description
[marriot]	**San Francisco Marriott Union Square**	General	**Satisfies Intent:** Users are likely to start their search with the name of the brand "Marriott". Result satisfies user intent by providing a Marriott close to a user/viewport located in the San Francisco area.
[Houston airport]	**George Bush Intercontinental**	General	**Satisfies Intent:** The user is looking for an airport in the city of Houston. This is an airport in Houston, which satisfies user intent.
[london, brighton]	**London**	General	**Satisfies Intent**: The query contains two different cities, so it's likely a routing query. Returning either of the individual results is expected and should be rated **Excellent**.

5.1.2. Abbreviation/Alternate Name Connection

The query is an abbreviation or alternate name and the result provides the full and currently accurate name.

User Query	Result	Type of Connection	Description
[ewr]	**Newark Liberty International Airport**	Abbreviation	**Satisfies Intent:** The international airport code for Newark Liberty International Airport is EWR.
[sears tower]	**Willis Tower**	Alternate Name	**Satisfies Intent:** The result is the correct name of what was formerly known as the Sears Tower.

5.1.3. Category Connection

The query is a category and the result satisfies that specific category, which may or may not be displayed within the information provided in the result.

User Query	Result	Type of Connection	Description
[food]	**La Ciccia**	Category	**Satisfies Intent:** A category search for "food" in a viewport over San Francisco returns an Italian restaurant there.

5.1.4. Spell Correction Connection

The query is misspelled and the result corrects that issue. This kind of connection only applies to obvious issues when no result for the actual query exists at the user's location or when the user intent is clearly satisfied by the spell-corrected results.

This kind of correction also happens when a query address does not exist but the result address does, correcting the issue and creating a match.

User Query	Result	Type of Connection	Description
[aple store]	**apple store**	Spell Correction	**Satisfies Intent:** The result corrects the user's spelling mistake.
Lodz	**Łódź**	Spell Correction	**Satisfies Intent:** This query suggestion for the Polish market adds the diacritics the user may have missed when typing the query.
[23 Clair street]	**23 Clair Boulevard**	Spell Correction	**Satisfies Intent:** When there is no "Clair St" within or around the viewport/user, consider a "Clair Boulevard" that is close to the viewport/user as the most likely intent.

5.1.5. Transit Intent Connection

The result satisfies the transit intent of the query. If the query indicates a specific transit system, the result must match that system. There is also a transit intent connection when a station provides access to more than one transit service and the queried one is included.

User Query	Result	Type of Connection	Description
[bart]	**Richmond BART Station**	Transit Intent	**Satisfies Intent:** Result satisfies user intent by providing a close station that runs the requested transit service for a user/viewport located in the Richmond area.

5.1.6. Special Character Connection

Always consider the specific language conventions. In general, user intent is satisfied when:

- The query contains a special character and the result is a valid variation (if applicable).
- The query does not include a special character but the result with special characters adds value to the user and is therefore considered spell corrected.
- The country or language does not have the special character and it is generally perceived as a form of expression or style (like "café" in English).

User Query	Result	Type of Connection	Description
[möllersdorf]	**Moellersdorf**	Special Characters	**Satisfies Intent:** "oe" is a valid variation for the special character "ö" in the country/language of the result (Germany/German).

5.1.7. Address-Result Connection

When a query address and a result address are not exactly the same, the kind of connection they have depends on their relationship:

- Street number is the same in both query and result but the unit number is different or missing:
  - If neither address is a street extension, rate result relevance **Good** when:
    - The query contains a unit number and the result does not.
    - The result contains a unit number and the query does not.
    - The query contains one unit number and the result contains another.
- The query is full address including street number and name and the result is the street name only:
  - Since this result is an unlikely secondary intent, rate relevance as **Acceptable**.
- Query is for a street [Main Street, Pleasanton, CA] result is just the locality (Pleasanton, CA).
  - Rate the result relevance **Bad** as it does not satisfy the user intent.

User Query	Result	Type of Connection	Description
[357 western ave suite 1]	**357 Western Ave** St. Johnsbury, VT	Address	**Satisfies Intent:** The result does not include the unit number requested in the query so its relevance is rated **Good**.
[357 western ave suite 1]	**357 Western Ave Suite 2** St. Johnsbury, VT	Address	**Satisfies Intent:** The result has the same street number but a different unit number from the address in the query, so its relevance is rated **Good**.
[357 western ave suite 1]	**Western Ave** St. Johnsbury, VT	Address	**Satisfies Intent:** Instead of returning the full address requested, the result provides only the street name. This is an unlikely secondary intent, so relevance is demoted to an initial rating of **Acceptable**.
[357 western ave st. johnsbury]	**St. Johnsbury, VT**	Address	**Does not satisfy user intent:** Instead of returning the full address requested, the result provides only the locality. This does not satisfy the user intent, so relevance is rated **Bad**.

5.1.8. Lack of Connection

If the result does not satisfy the user intent either because there is no relationship between the query intent and the result or because the connection between the query intent and result will not be immediately obvious to the user, rate the result relevance **Bad**.

User Query	Result	Type of Connection	Description
[airport]	**Santa Cruz Boardwalk** Santa Cruz	None	**Does not satisfy user intent:** Research shows that there is no connection between the query and the result. Rate **Bad**.
[Raging Waters 2333 South White Rd San Jose]	**2333 South White Rd** San Jose	None	**Does not satisfy user intent:** Result is for the correct address, but does **not** include the business named in the query, so users will have no way of knowing if this is truly connected to the business or not. Rate **Bad**.
[Raging Waters]	**2333 South White Rd** San Jose	None	**Does not satisfy user intent:** Query is the name of a business and result is for the correct address, but does **not** include the business name. Users will have no way of knowing whether or not this address is connected to the business they asked for. Rate **Bad**.
[valley fair mall]	**Macy's** **2801 Stevens Creek Blvd, Santa Clara**	None	**Does not satisfy user intent:** Result is for a store, not a mall. This store is inside the requested mall, but does not satisfy the intent of the query, which is the whole mall. Rate **Bad**.
[macy's]	**Westfield Valley Fair** **2855 Stevens Creek Blvd, Santa Clara**	None	**Does not satisfy user intent:** Result is for a mall, not a store. This mall contains the requested store, but this result is the whole mall, not the single store the user asked for.. Rate **Bad**.
[costco]	**Costco Gasoline** **1601 Coleman Ave, Santa Clara**	None	**Does not satisfy user intent:** Result is for a Costco gas station, not a Costco store. The store and the station are at the same address and share a brand name, but the result is not what the user asked for and does not satisfy the query intent. Rate **Bad**.
[costco gas]	**Costco** **1601 Coleman Ave, Santa Clara**	None	**Does not satisfy user intent:** Result is for a Costco store, not a Costco gas station. The store and the station are at the same address and share a brand name, but the result is not what the user asked for and does not satisfy the query intent. Rate **Bad**.

5.2. Satisfying User Intent

The user's intent can be determined by considering the query, the user's location/viewport, and your local knowledge. Sometimes queries are ambiguous or can have multiple interpretations.

In order to determine a query's primary and secondary intent, look at the relationship between the query and the result. Ask yourself:

- Is there a logical relationship between the query and the result?
- How likely is the user to be looking for this result given the query and the location intent?

Intent Type	Definition	Highest Initial Rating
Primary Intent	Result satisfies the most obvious and likely user intent	**Navigational** or **Excellent**
Secondary Intent	A result which is less likely to be the user's intent. Results matching secondary intent are often not as prominent as the originally queried entity but still satisfy the intent of the query.	**Good** (User Intent)
Unlikely Intent	A result which matches the query but is very unlikely to be the user's intent.	**Acceptable** (User Intent)
Non-Relevant Intent	There are issues that make the result useless for the user.	**Bad** (User Intent)

For any Relevance Rating of **Good** or below, you must select the appropriate check box(es) to indicate the reason(s)for demotion: User Intent and/or Distance/Prominence. If both reasons apply, use both checkboxes.

When determining intent, keep in mind:

- It is rare that a navigational query will have multiple primary intents.
- Rating one result **Navigational** and one **Excellent** within the same set of results is also rare, but possible (see examples in Non-specific address and Navigational Results for Category Queries).
- A navigational query will most often produce one result that satisfies the distinct intent and multiple other results that satisfy a secondary intent or do not satisfy the intent at all. This means there will be one result rated **Navigational** and all other results will be rated **Good** or **Acceptable** for secondary intent or **Bad** for not satisfying user intent.
- Most non-navigational queries will produce results that are rated from **Excellent** to **Bad**.
- Since the queries were made by actual users, there will be cases where a query is gibberish or has no maps intent. Do your best to understand it and see how well the results fit the user's intent, but don't be shy about assigning a **Bad** rating if a result doesn't fit.

Satisfying the user intent is only the first step in the rating process and covers the minimum requirements for a result to be considered relevant. The rating determined by deciding how well intent is met is called the **Initial Rating**. Distance and prominence will be considered next in order to establish the final rating.

5.3. Prominence

Once you've made an initial rating by establishing that there is a relationship between the query and the result and determining the intent type, consider the result's prominence.

The prominence of a feature refers to its popularity, including the number of people visiting and media sources referencing it. Prominence can vary based on the test locale and even local knowledge. Consider the following list to get a general idea how to establish prominence, ordered from the most prominent to the least prominent:

- The feature is known internationally
- The feature is known in the country
- The feature is known in the region
- The feature is known locally
- The feature may not even be known locally

A result that may not directly appear to be user intent can be promoted for being internationally prominent.

Query	Result	Rating and Explanation	
[Sydney]	**Sydney, Australia**	Relevance	**Navigational**
		The city of Sydney is clearly the user's primary intent.	
	Sydney Opera House Sydney, NSW, Australia	Relevance	**Good** (User Intent)
		The Opera House does not satisfy primary intent. However, it is promoted to secondary intent due to its international prominence.	
	Sydney Town Hall 483 George St, Sydney, NSW, 2000 Australia	Relevance	**Bad** (User Intent)
		The Sydney Town Hall does not satisfy primary intent. While the civic center is historically important, it is not internationally prominent and will not be promoted to secondary intent.	

Query	Result	Rating and Explanation	
[Agra]	**Agra** Uttar Pradesh, India	Relevance	**Navigational**
		Query is for a small locality in India and the result satisfies the user intent.	
	Taj Mahal Agra, Uttar Pradesh, India	Relevance	**Good** (User Intent)
		Result is for a prominent site in the queried locality. The Taj Mahal does not satisfy the user's primary intent. However, it is promoted to secondary intent due to the international prominence of the feature in the queried locality.	
[japan] *(User is in Seattle)*	**Japan**	Relevance	**Navigational**
		The country of Japan is clearly the user's primary intent.	
	Sarku Japan 401 NE Northgate Way Seattle, WA 98125	Relevance	**Bad** (User Intent)
		A chain restaurant with "Japan" in its name does not satisfy the query's primary intent (the country of Japan) or any secondary intent (entities with international prominence).	

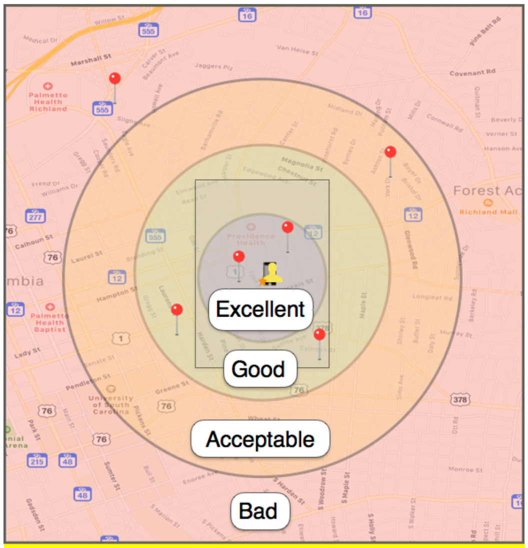
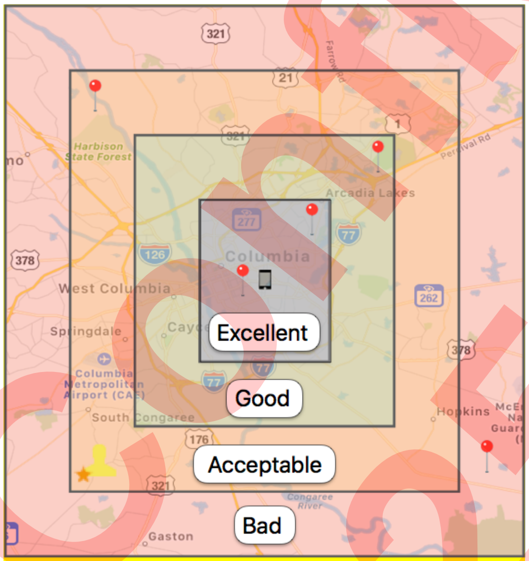
5.4. Distance

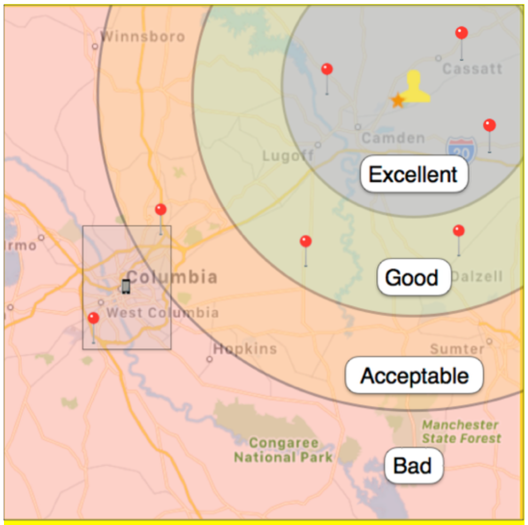
Generally, the farther away the result is from the area of expected results, the less desirable it becomes. This is especially true for queries highly driven by distance to the user/viewport, such as chain businesses, hospitals, pharmacies, or grocery stores.

Because the user can be offered many possible results that are all very similar, the closest entities providing the expected service can be considered the best options. Results which are farther away are less relevant and should be demoted according to their additional distance. Defining what is close and what is far depends on the context of each individual query. Factors affecting distance include:

- Number of possible results in the real world
- Distribution of all possible results
- Population density (rural, urban, or suburban)

Distance refers to the direct distance from one point to another and is measured via a straight line. There is no need to account for the actual distance required to travel from one point to the other, such as driving distance.

Viewport	**Location Intent** (see section 2.3.2)
 **Fresh Viewport, User Inside**	When the user is within a fresh viewport, the user’s location should be used as the location intent. All ratings made should be based on the user’s location in this scenario. Suggestions inside the fresh viewport cannot be rated **Bad** for distance alone. **Note:** Consider the viewport fresh when the viewport age is missing.
 **Fresh Viewport, User Outside**	When the user is outside the fresh viewport, the fresh viewport should be used as the location intent. All ratings should be based on the fresh viewport location and every relevant result within the fresh viewport is eligible for **Excellent**. **Note:** If no results can be found in or near the viewport, use the user location as a secondary location intent.

Viewport	**Location Intent** (see section 2.3.2)
 Winnsboro Cassatt Camden Lugoff Excellent Irmo Columbia Good Dalzell West Columbia Hopkins Sumter Acceptable Manchester State Forest Congaree National Park Bad **Stale Viewport**	When the viewport is stale, whether the user is inside or outside of the viewport, consider only the user as the location intent. **Note:** Use the stale viewport as location intent when the user is missing.

Do not demote for distance when:

- This is the closest possible result, even if it is far away from the area of expected results.
- Other, closer results are found to be closed or non-existent.

Demote for distance when:

- Other results that satisfy the query and provide the same or similar service are closer.

5.5. Distance vs. Prominence

Once you've decided how relevant the result is based on user intent, consider the result in the context of all possible results in the real world. Use the distance to the user or viewport and the prominence of the result to decide if a demotion should be applied.

A result's fit to user intent, prominence, and distance should all be relative to the query and the context around the query. Before deciding whether to demote because of prominence or distance, it's important to look at:

- The type of area around the result – rural, urban, or suburban
- The number of businesses that satisfy the query
- The distance to the user or viewport

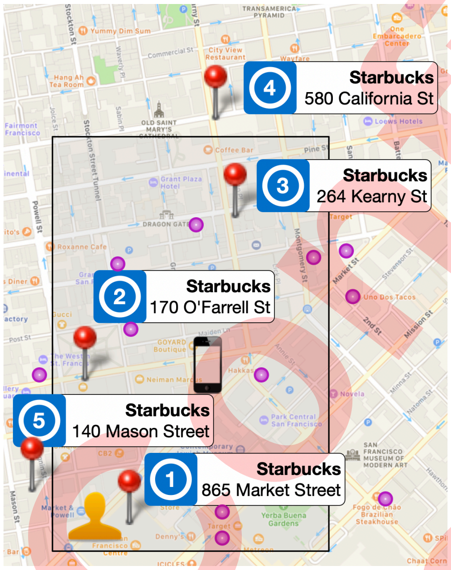
The following examples of multiple query/result pairs will demonstrate how to interpret the relationship between distance, prominence, and satisfying the user's intent. The examples address common rating situations and explain how to evaluate the relevance of the results.

5.6. Many Possible Results

Some queries, like [**starbucks**], have many results that could satisfy the user. In cases like this, distance is more important than prominence, so results that are closer to the user's location/viewport should be rated higher than results that are farther away. To illustrate the high density of Starbucks, possible results are shown as purple dots.

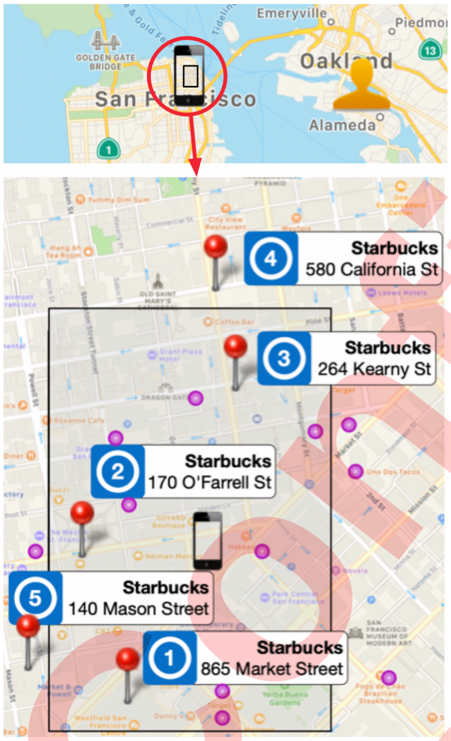
User Inside Fresh Viewport

When the user is inside the viewport, consider all possible results, including real-world results not returned for rating (purple dots), and demote by distance from the user.

Query and Screenshot	Result	Rating and Explanation	
[starbucks] *User and fresh viewport in San Francisco, CA*  Starbucks 580 California St 4 Starbucks 264 Kearny St 3 Starbucks 170 O'Farrell St 2 Starbucks 140 Mason Street 5 Starbucks 865 Market Street 1	① **Starbucks** 865 Market Street	Relevance	**Excellent**
		Rate **Excellent** for Starbucks locations that are in close proximity to the user.	
	② **Starbucks** 170 O'Farrell St	Relevance	**Good** (Distance/Prominence)
		Rate **Good** for locations that are a bit farther away from the closest relevant locations to the user.	
	③ **Starbucks** 264 Kearny St	Relevance	**Acceptable** (Distance/ Prominence)
		Rate **Acceptable** for relevant locations that are even farther away from the user but still inside the viewport.	
	④ **Starbucks** 580 California St	Relevance	**Bad** (Distance/Prominence)
		When there are many locations close to the user, rate **Bad** for locations that are significantly farther away and outside the viewport.	
	⑤ **Starbucks** 140 Mason Street	Relevance	**Excellent**
		Rate **Excellent** for Starbucks locations that are in close proximity to the user, even if they are outside the viewport.	

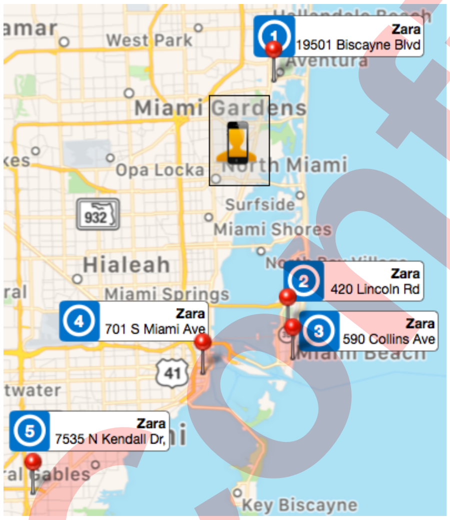
User Outside Fresh Viewport

When a user is outside the viewport, results are expected in or near the viewport. In cases where there are a large number of possible results inside the viewport, even if they are not returned for rating (purple dots), rate **Bad** for those outside it.

Query and Screenshot	Result	Rating and Explanation	
[starbucks] *User in Alameda with fresh viewport in San Francisco, CA*  Emeryville Piedmo GOLDEN GATE BRIDGE Oakland San Francisco Alameda 13 1 4 Starbucks 580 California St 3 Starbucks 264 Kearny St 2 Starbucks 170 O'Farrell St 5 Starbucks 140 Mason Street 1 Starbucks 865 Market Street	① **Starbucks** 865 Market Street	Relevance	**Excellent**
		Rate any Starbucks within the fresh viewport **Excellent** when the user is outside the viewport.	
	② **Starbucks** 170 O'Farrell St	Relevance	**Excellent**
		Rate any Starbucks within the fresh viewport **Excellent** when the user is outside the viewport.	
	③ **Starbucks** 264 Kearny St	Relevance	**Excellent**
		Rate any Starbucks within the fresh viewport **Excellent** when the user is outside the viewport.	
	④ **Starbucks** 580 California St	Relevance	**Bad** (Distance/Prominence)
		When there are many possible results within the viewport, including those not returned for rating (purple dots), rate **Bad** for results outside it.	
	⑤ **Starbucks** 140 Mason Street	Relevance	**Bad** (Distance/Prominence)
		When there are many possible results within the viewport, including those not returned for rating (purple dots), rate **Bad** for results outside it.	

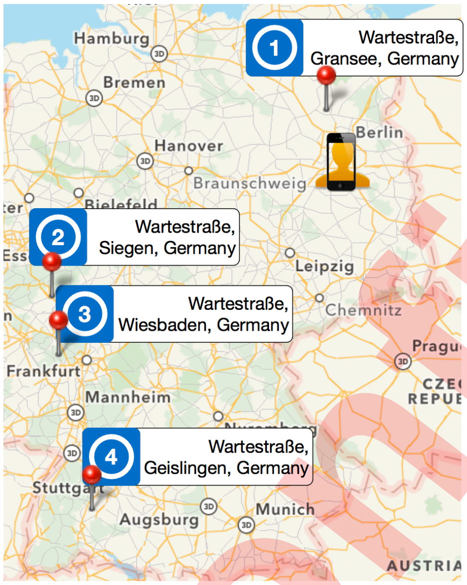
5.7. Few Possible Results

When the query has only a few results in the real world, be more lenient when considering distance. Because there are only a few Zara clothing stores in Miami, results for the query [**zara**] are demoted more leniently for distance than the many Starbucks locations in the example above.

Query and Screenshot	Result	Rating and Explanation	
[zara] *User and fresh viewport in North Miami Beach, FL*  amar West Park Hallandale Beach Aventura Miami Gardens kes Opa Locka North Miami Surfside 932 Miami Shores Hialeah North Bay Village ral Miami Springs 41 Miami Beach twater ral Gables Key Biscayne ① Zara 19501 Biscayne Blvd ② Zara 420 Lincoln Rd ③ Zara 590 Collins Ave ④ Zara 701 S Miami Ave ⑤ Zara 7535 N Kendall Dr,	① **Zara** 19501 Biscayne Blvd, Aventura	Relevance	**Excellent**
		Rate **Excellent** for the closest Zara location, even when outside the fresh viewport.	
	② **Zara** 420 Lincoln Rd, Miami Beach	Relevance	**Good** (Distance/Prominence)
		When there aren't any possible suggestions in the fresh viewport, rate **Good** for locations that are a bit farther away from the user/viewport.	
	③ **Zara** 590 Collins Ave, Miami Beach	Relevance	**Good** (Distance/Prominence)
		When there aren't any possible suggestions in the fresh viewport, rate **Good** for locations that are a bit farther away from the user/viewport.	
	④ **Zara** 701 S Miami Ave, Miami	Relevance	**Good** (Distance/Prominence)
		When there aren't any possible suggestions in the fresh viewport, rate **Good** for locations that are a bit farther away from the user/viewport.	
	⑤ **Zara** 7535 N Kendall Dr, Miami	Relevance	**Acceptable** (Distance/ Prominence)
		The Zara store is located significantly further away than the second closest stores and is therefore rated **Acceptable**.	

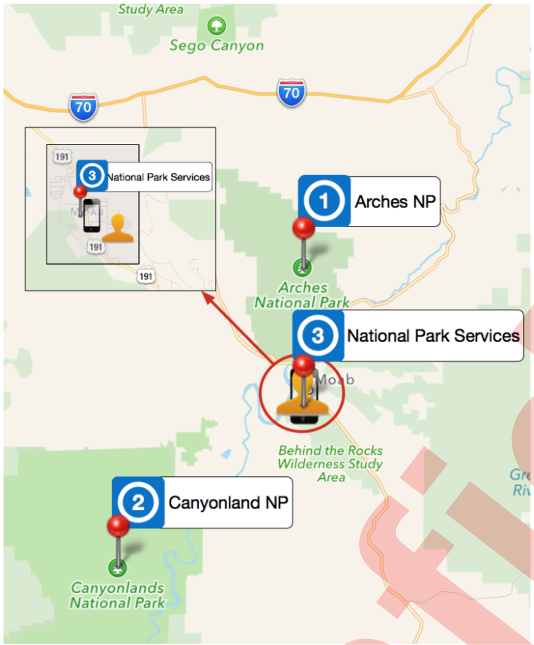
5.8. Few Possible Results and Greater Distance

Leniency on distance is acceptable when there are only a few possible results for the query in the requested area. For example, a user close to Berlin queries for **[Wartestraße],** which is a street name. There are only four streets in Germany called "Wartestraße" that can satisfy the user's intent and all four streets are returned as results. Because of the limited number of results, each result's relevance remains fairly high even over longer distances.

Query and Screenshot	Result	Rating and Explanation	
[Wartestraße] *User and fresh viewport close to Berlin, Germany*  Hamburg Bremen Hanover Braunschweig Bielefeld Berlin Leipzig Chemnitz Prague Frankfurt Mannheim Stuttgart Augsburg Munich AUSTRIA 1 Wartestraße, Gransee, Germany 2 Wartestraße, Siegen, Germany 3 Wartestraße, Wiesbaden, Germany 4 Wartestraße, Geislingen, Germany	① Wartestraße, Gransee	Relevance	**Excellent**
		Wartestraße in Gransee is the closest to the user and viewport and is therefore the most relevant.	
	② Wartestraße, Siegen ③ Wartestraße, Wiesbaden	Relevance	**Good** (Distance/Prominence)
		Wartestraße in Siegen is far away from the user, but is the second closest possible result. Wartestraße in Wiesbaden is at a similar distance from the user as the one in Siegen and receives the same rating.	
	④ Wartestraße, Geislingen **[Wartestraße]** *User and fresh viewport close to Berlin, Germany*	Relevance	**Acceptable** (Distance/ Prominence)
		Wartestraße in Geislingen is the fourth closest result but significantly farther away. Given all other results and their distances, this result is rated **Acceptable**.	

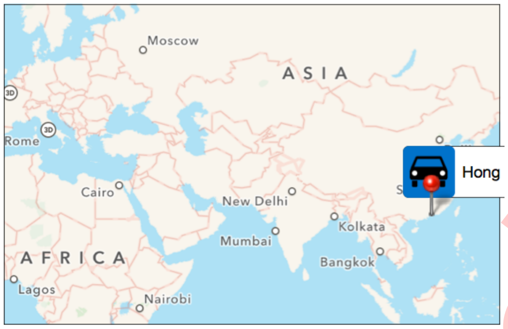
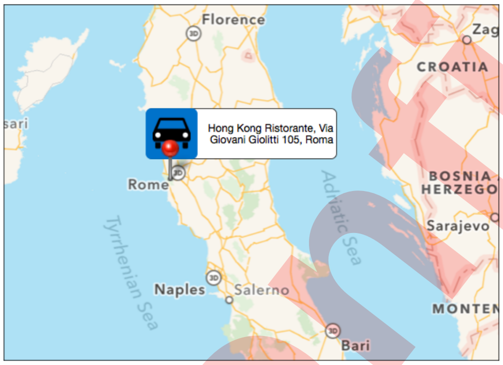
5.9. Rural Areas

Results are often farther away in rural areas, but can still be considered relevant if there are no reasonable results close to or within the fresh viewport. In a rural area, generosity can be applied to ratings with respect to distance. The criteria for rating are similar to the [**zara**] example in the Few possible results section, but with an emphasis on distance. Here is an example for the query [**national park**] in rural Utah.

Query	Result	Rating and Explanation	
[national park]  Study Area Sego Canyon 70 70 191 3 National Park Services MOAB 191 191 1 Arches NP Arches National Park 3 National Park Services Moab Behind the Rocks Wilderness Study Area 2 Canyonland NP Canyonlands National Park	① **Arches National Park**	Relevance	**Excellent**
		This park is very prominent and only 6 miles outside the viewport.	
	② **Canyonlands National Park**	Relevance	**Excellent**
		Another prominent park located 30 miles outside the viewport.	
	③ **National Park Services**	Relevance	**Good/Acceptable** (User Intent)
		This is a possible secondary intent at most, as the location contains only park offices, but it is close to the user.	

5.10. Location – User Intent Deviation

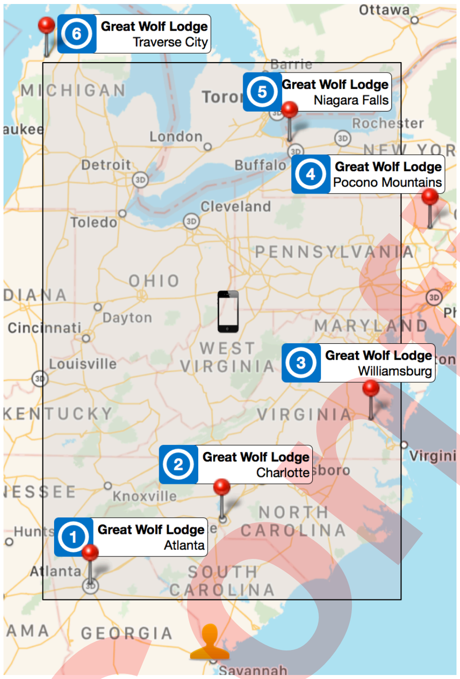
When the location intent and user intent do not allow for a clear result (because either the user viewport are in an atypical location, like the middle of the ocean), rate with a focus on high prominence. For example, the query **[Hong Kong]** in a test locale set to en_US with the viewport and user location around Naples, Italy. There is no real change in rating if the user is inside or outside of the viewport, or if the viewport is fresh or stale.

Query and Screenshot	Relevance Rating	Explanation
[Hong Kong] *User and Fresh Viewport close to Naples, Italy*  Moscow ASIA Rome Hong Cairo New Delhi Kolkata Mumbai Bangkok AFRICA Lagos Nairobi  Florence Zag CROATIA sari Hong Kong Ristorante, Via Giovani Giolitti 105, Roma Rome BOSNIA HERZEGO Adriatic Sea Sarajevo Tyrrhenian Sea Naples Salerno MONTEN Bari	**Navigational**	The most prominent result is the territory of Hong Kong in Asia.
	Excellent	Businesses/locations with the same name that are within the viewport or close proximity to the user and prominent.
	Good/ Acceptable (Distance/ Prominence)	Locations that are farther away from the user and less prominent should be rated more **Good/Acceptable**.
	Bad (Distance/ Prominence)	Locations that are too far away and less prominent to be considered relevant should be rated **Bad**. A restaurant in Rome with "Hong Kong" in its name should be rated **Bad** because it is very far away from the user location, which is in Naples.

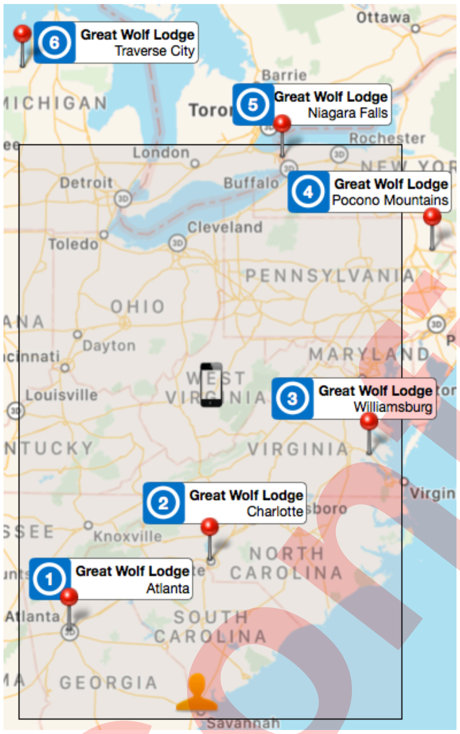
5.11. Rating for User Inside and Outside Viewport

The following two examples show the differences in rating when a user is inside and outside a fresh viewport. The query is for a chain business called Great Wolf Lodge found across the United States. The examples show all possible results within and around the large viewport.

When the user is outside the fresh viewport, no result within the viewport is demoted for distance.

Query and Screenshot	Result	Rating and Explanation	
[great wolf lodge] *User in Savannah outside large, fresh viewport*  Ottawa ⑥ Great Wolf Lodge Traverse City Barrie MICHIGAN Toro ⑤ Great Wolf Lodge Niagara Falls aukee London Rochester NEW YOR Detroit Buffalo ④ Great Wolf Lodge Pocono Mountains Cleveland Toledo PENNSYLVANIA OHIO DIANA Dayton Cincinnati MARYLAND Ph WEST VIRGINIA ③ Great Wolf Lodge Williamsburg Louisville KENTUCKY VIRGINIA Virgini ② Great Wolf Lodge Charlotte sboro IESSEE Knoxville NORTH CAROLINA Hunts ① Great Wolf Lodge Atlanta Atlanta SOUTH CAROLINA AMA GEORGIA Savannah	① **Great Wolf Lodge** Atlanta	Relevance	**Excellent**
		The result is within the viewport and fulfills the primary user intent.	
	② **Great Wolf Lodge** Charlotte	Relevance	**Excellent**
		The result is within the viewport and fulfills the primary user intent.	
	③ **Great Wolf Lodge** Williamsburg	Relevance	**Excellent**
		The result is within the viewport and fulfills the primary user intent.	
	④ **Great Wolf Lodge** Pocono Mountains	Relevance	**Good/Acceptable** (Distance/Prominence)
		The result is outside the viewport. Because there are a limited number of possible results within the viewport and this one is relatively close, demote to **Good** or **Acceptable**.	
	⑤ **Great Wolf Lodge** Niagara Falls	Relevance	**Excellent**
		The result is within the viewport and fulfills the primary user intent.	
	⑥ **Great Wolf Lodge** Traverse City	Relevance	**Good/Acceptable** (Distance/Prominence)
		The result is outside the viewport. Because there are a limited number of possible results within the viewport and this one is relatively close, demote to **Good** or **Acceptable**.	

When the user is inside the fresh viewport, the user's location is used as location intent and results are demoted for distance.

Query and Screenshot	Result	Rating and Explanation	
[great wolf lodge] *User in Savannah inside large, fresh viewport*  Great Wolf Lodge Traverse City Great Wolf Lodge Niagara Falls Great Wolf Lodge Pocono Mountains Great Wolf Lodge Williamsburg Great Wolf Lodge Charlotte Great Wolf Lodge Atlanta Ottawa Barrie MICHIGAN London Rochester NEW YORK Detroit Buffalo Toledo Cleveland PENNSYLVANIA OHIO Dayton Cincinnati MARYLAND Louisville WEST VIRGINIA VIRGINIA KENTUCKY Knoxville NORTH CAROLINA Atlanta SOUTH CAROLINA GEORGIA Savannah	① **Great Wolf Lodge** Atlanta	Relevance	**Excellent**
		This result is amongst the closest possible to the user and is inside the viewport.	
	② **Great Wolf Lodge** Charlotte	Relevance	**Excellent**
		This result is amongst the closest possible to the user and is inside the viewport.	
	③ **Great Wolf Lodge** Williamsburg	Relevance	**Good** (Distance/ Prominence)
		Though still inside the viewport, this result is significantly farther away from the user location with closer options available.	
	④ **Great Wolf Lodge** Pocono Mountains	Relevance	**Bad** (Distance/ Prominence)
		This result not only is very far away from the user, it is also outside the fresh viewport.	
	⑤ **Great Wolf Lodge** Niagara Falls	Relevance	**Acceptable** (Distance/Prominence)
		While very far away from the user, this suggestion is still within the viewport and therefore rated **Acceptable**.	
	⑥ **Great Wolf Lodge** Traverse City	Relevance	**Bad** (Distance/ Prominence)
		This result is not only very far away from the user, it is also outside the fresh viewport.	

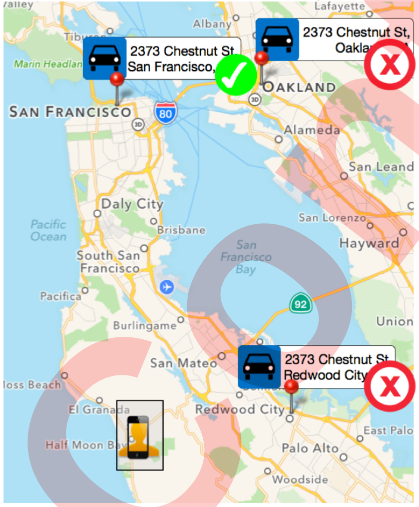
5.12. Partial Address Does Not Exist

Relevance is always rated independently of any data (name, address, or pin accuracy) issues the result may have. This includes results for addresses that do not exist in real life.

When judging distance for existing addresses do not factor in any returned non-existent addresses. Evaluate distance separately for existent and non-existent addresses. Do not demote existing address results when closer, non-existent addresses are returned.

For example, a user in Half Moon Bay, CA is looking for **[2373 chestnut]** and is presented with three residential addresses. The address in San Francisco is the only one that actually exists. The results in Oakland and Redwood City are not supported by the postal authorities and no evidence can be found that the addresses in either city exist.

Note: For cases where the query is a unique full address that does not exist and the result matches the query, see Query Address does not Exist.

Query and Screenshot	Result	Rating and Explanation	
[2373 chestnut] *User and Fresh Viewport around Half Moon Bay, CA*  2373 Chestnut St, San Francisco 2373 Chestnut St, Oakland 2373 Chestnut St, Redwood City SAN FRANCISCO OAKLAND Alameda San Leandro Daly City Brisbane Pacific Ocean South San Francisco San Francisco Bay San Lorenzo Hayward Pacifica Burlingame Union City San Mateo El Granada Half Moon Bay Redwood City East Palo Alto Palo Alto Woodside Albany Lafayette Tiburon Marin Headlands Moss Beach	**2373 Chestnut St,** San Francisco	Relevance	**Excellent**
		This is the closest existing result. The address in Redwood City is disregarded and its relevance is not promoted nor demoted for Distance/Prominence because it does not exist.	
	2373 Chestnut St, Redwood City	Relevance	**Excellent**
		This is closer to the user than the existing result in San Francisco. Because data issues are not part of the relevance rating, the result is rated **Excellent** due to proximity and user intent. Address accuracy is rated **Incorrect –** Address does not exist.	
	2373 Chestnut St, Oakland	Relevance	**Good/Acceptable** (Distance/Prominence)
		This is significantly farther away than the existing result in San Francisco and the non-existent result in Redwood City, and is demoted in relevance. Address accuracy is rated **Incorrect –** Address does not exist.	

5.13. City vs. Municipality

In many cases, a city and a state/county/municipality (or other similar market-specific components) have the same name, but the city is typically more prominent. In this case, the chances that a user is looking for the state/county/municipality and not the city, are very small, but still a possibility. Therefore, states, counties, and municipalities will be treated as a secondary intent and given an initial rating of **Good**. Consider the relationship between the city and the municipality in terms of their locale and adjust if necessary. On the other hand, if the query specifically requests the state/county/municipality, that result's relevance should be rated as **Navigational** and the city should be rated **Bad**.

See your Country Specific guidelines for more information.

Query	Result	Rating and Explanation	
[new york]	**New York City** New York, USA	Relevance	**Navigational**
		The result is for the city, which is considered more prominent than the state.	
	New York State New York State, USA	Relevance	**Good** (Distance/Prominence)
		Result is for the state, which is less prominent than the city.	
[santa clara]	**Santa Clara** Santa Clara, CA	Relevance	**Navigational**
		Query is for the city, which is considered more prominent than the county.	
	Santa Clara County Santa Clara County, CA	Relevance	**Good** (Distance/Prominence)
		Query is for the city, which is considered more prominent than the county.	
[santa clara county]	**Santa Clara County** Santa Clara County, CA	Relevance	**Navigational**
		Query is specifically requesting the county, so the result for the county will be rated **Navigational**.	
	Santa Clara Santa Clara, CA	Relevance	**Bad** (User Intent)
		Query is for the county and a result for the city is considered irrelevant for the query.	

5.14.Unexpected Results

Straightforward queries can have unexpected results which at first glance might not fit the query intent. For these kinds of results, consider:

- Is there a logical relationship between the query and the result?
- How likely is it that the user is going to be looking for this result given the query and location intent?

A result can partially satisfy a secondary intent due to:

- Prominence of the feature
- Transit intent

Promoting for prominence should only occur for internationally prominent POIs.

In the examples below, two ratings are provided for some results: **Good** and **Acceptable**. The difference between the two ratings rests in how well the result satisfies user intent. Choose **Good** if there is a strong likelihood that it will satisfy user intent and **Acceptable** if it is less likely to satisfy.

Query	Result	Rating and Explanation	
[mission & 14th street] *User and fresh viewport in San Francisco, CA*	**Mission St & 14th St** San Francisco, CA	Relevance	**Navigational**
		Query is for an intersection and the result satisfies the user intent.	
	Mission St & 14th St Bus Stop San Francisco, CA	Relevance	**Good/Acceptable** (User Intent)
		Result is for the bus stop at the queried intersection. The bus stop carries the name of the intersection and users tend to look for intersections when seeking transit POIs.	
[soho] *User and viewport in London, UK*	**Soho** London, UK	Relevance	**Navigational**
		Query is for a neighborhood in London and the result satisfies the user intent.	
	Mildreds Restaurant 45 Lexington St, Carnaby, London W1F 9AN, UK	Relevance	**Bad** (User Intent)
		Result is for a specific restaurant in Soho. It is very unlikely to satisfy the user intent.	
[stevens creek blvd cupertino] *User and fresh viewport in Cupertino, CA*	**Little Sheep Mongolian Hot Pot** 19062 Stevens Creek Blvd, Cupertino, CA, 95014	Relevance	**Bad** (User Intent)
		The query is for a street and the result is a specific business on that street. This specific result is unlikely to satisfy the broad intent of the query.	
	19062 Stevens Creek Blvd Cupertino, CA, 95014	Relevance	**Bad** (User Intent)
		The result includes a street number when the query is for a street, making this result too specific for the more general query.	

Query	Result	Rating and Explanation	
[The Slanted Door One Ferry Building #3 San Francisco, California 94111]	**One Ferry Building #3** One Ferry Building #3 San Francisco, CA 94111	Relevance	**Bad** (User Intent)
		Result is for the address and not the business stated in the query, so it does not satisfy the user intent.	
[One Ferry Building #3 San Francisco, California 94111]	**The Slanted Door** One Ferry Building #3 San Francisco, CA 94111	Relevance	**Navigational**
		The query is for an address and the result is the business at this address. Including the business name provides additional correct information.	
[san francisco] *User and fresh viewport in San Francisco, CA*	**San Francisco** San Francisco, CA	Relevance	**Navigational**
		Query is for the city of San Francisco and the result satisfies the user intent.	
	San Francisco International Airport San Francisco, CA	Relevance	**Good** (User Intent)
		The result represents the airport within the queried locality, which satisfies the secondary transit intent.	
The Pruneyard	**The Pruneyard** 1875 South Bascom Ave Campbell, CA	Relevance	**Navigational**
		The query is for a mall and the result is the mall the user asked for.	
	The Pruneyard Cinema 1875 South Bascom Ave Campbell, CA	Relevance	**Bad** (User Intent)
		The query is for an entire mall and the result is for a cinema inside the mall. Even though the cinema shares the mall's name and address, it does not match the query intent.	

5.15. Multiple Transit POIs with the Same Name

Many large transit POIs include multiple means of transportation at the same location. For example, large airports can have metro or train service within the same location, or train stations can be a hub for trains, metros, and buses. Other transit POIs at the queried transit POI should be treated as secondary intent with an initial rating of **Good**, but can also be considered **Acceptable** if the result is less likely to satisfy the user's intent. Additional demotions can be applied based on the prominence of the returned feature.

Query	Result	Rating and Explanation	
[hamburg airport] *User and fresh viewport in Germany*	**Hamburg Airport** 22335 Hamburg, Germany	Relevance	**Navigational**
		Result is for the queried airport.	
	Hamburg Airport Station 22335 Hamburg, Germany	Relevance	**Good** (User Intent)
		Result refers to the train station at Hamburg Airport.	
	Lufthansa Basis 22335 Hamburg, Germany	Relevance	**Bad** (User Intent)
		The result is for a small bus stop that seems to service the Lufthansa training center. The result does not share the same name as the queried transit. Therefore, the result is not relevant.	
[Embarcadero Station] *User and fresh viewport in San Jose, CA*	**Embarcadero Station** San Francisco, CA	Relevance	**Navigational**
		The query is for a unique transit station. The result (a unique BART station) fully satisfies the user's intent.	
	Ferry Building & Embarcadero Station San Francisco, CA	Relevance	**Acceptable** (User Intent & Distance/Prominence)
		The result (a historic streetcar) name includes the queried station name, but has low prominence, given that there is a unique Embarcadero Station. Therefore, the result should be demoted based on user intent.	
	Washington St & Embarcadero Station San Francisco, CA	Relevance	**Acceptable** (User Intent & Distance/Prominence)
		The result (a historic streetcar) name includes the queried station name, but has low prominence, given that there is a unique Embarcadero Station. Therefore, the result should be demoted based on user intent.	

5.16. POIs and Transit Intent

A non-transit POI can be associated with a transit POI with the same name. You can establish the relationship between the two entities by using local knowledge, researching prominence, and understanding how well the result satisfies user intent. This way you will learn whether the query has a distinct navigational intent or if the prominence of the two POIs that share a similar name is so strong that both can be the intent.

Query	Result	Rating and Explanation	
[mall of America] *User and fresh viewport in Minnesota*	**Mall of America** 60 E Broadway, Bloomington, MN 55425 United States	Relevance	**Navigational**
		Result is POI requested in the query.	
	Mall of America Station 8240 24th Ave S Minneapolis, MN 55425 United States	Relevance	**Good/Acceptable** (User Intent & Distance/Prominence)
		Even though the station has the same name as the POI, it is not prominent and therefore demoted.	
[Piccadilly circus] *User and viewport in London, UK*	**Piccadilly Circus** London, UK	Relevance	**Excellent**
		Result is for famous square in London. The square and the train station are both equally prominent and local users would be looking for the station while tourists would be looking for the square. As both features are equally prominent, it is hard to establish a distinct user	
	Piccadilly Circus Station London, UK	Relevance	**Excellent**
		Result is the famous station that is just as prominent as the square.	
[dam square] *User and viewport in Amsterdam*	**Dam Square** Dam Square, Amsterdam, Netherlands	Relevance	**Navigational**
		The result is the famous square in Amsterdam.	
	Dam Square Line 2 Dam Square, Amsterdam, Netherlands	Relevance	**Good/Acceptable** (Distance/Prominence)
		Result is for the tram stop for line 2. The stop is on a street adjacent to Dam Square. However, it is not prominent and should therefore be demoted.	

5.16.1. Transit Queries

The criteria described above should be applied to understand the transit queries. Additionally, if it is determined that a query has a clear navigational intent, all other results will be **Bad** (see **[12th st oakland bart]** example below). If a result is promoted to **Navigational**, other results that could potentially satisfy the user intent should be demoted further for distance and prominence (see **[BART daly city]** and **[stockport station]** examples below). In general, the fewer the results that satisfy the user intent, the farther away the results can be and still be considered relevant. The more available results that can satisfy the user intent, the closer they need to be.

Query	Result	Rating and Explanation	
[12th st oakland bart] *User and viewport in California*	**12th St. Oakland Station** Oakland, CA	Relevance	**Navigational**
		The query is for a specific BART station with a unique name that is **not** the same as the name of the locality where the station is found. (Compare this to the examples below). This result matches the query exactly and fully satisfies the user's intent for this specific station.	
	19th St. Oakland Station Oakland, CA	Relevance	**Bad** (User Intent Issue)
		The query intent is for a specific BART station with a unique name that is **not** the same as the name of the place where the station is located. The result returned is for a different BART station and does not satisfy the user intent. This result should receive a rating of **Bad**.	
[BART daly city] *User and viewport in California*	**Daly City Station** Daly City, CA	Relevance	**Navigational**
		The query intent is for a BART station in Daly City. Research shows that there is only one BART station in Daly City and its name is Daly City Station, so this result fully satisfies the user's intent.	
	Colma Station Colma, CA	Relevance	**Good** (Distance/Prominence)
		The query intent is for a BART station within Daly City. This result fits intent as it is a BART station. This station is in a neighboring locality just outside of the requested locality. Even though the station is outside of the requested locality, it provides a choice of BART stations in the area for the user. This result is demoted due to distance.	
	San Francisco International Airport Station San Francisco International Airport, CA	Relevance	**Acceptable** (Distance/Prominence)
		The query intent is for a BART station in Daly City. This result fits intent as it is a BART station. This station is in a neighboring locality, but is farther away than the Colma station and is demoted due to distance.	

Query	Result	Rating and Explanation	
[stockport station] *User and viewport in Stockport, England*	**Stockport Station** Stockport, England	Relevance	**Navigational**
		The query intent is for a station in Stockport. Research shows that there are several stations in Stockport, but only one named Stockport Station, so this result fully satisfies the user's intent.	
	Davenport Station Stockport, England	Relevance	**Excellent**
	Heaton Chapel Station Stockport, England	The query intent is for a station in Stockport. There is one station with a name that matches the query exactly, which receives the **Navigational** rating. All other stations within the queried locality should receive **Excellent**.	
	Burnage Station Manchester, England	Relevance	**Good** (Distance/Prominence)
		This station is just outside of the requested locality, in a neighboring locality. Even though the station is outside of the requested locality, it provides a choice of stations in the area for the user. The fewer choices there are available, the farther away the results can be and still be relevant. This result is demoted due to distance.	
[san jose station] *User and viewport in California*	**San Jose Diridon Station** San Jose, CA	Relevance	**Excellent**
	Tamien Station San Jose, CA	The query intent is for a station in San Jose. There are several stations in San Jose, but no stations with a name that matches the query exactly, so we should rate every station within the queried locality equally. There are two stations that match the user's intent, so both results should be rated **Excellent**.	
	Lawrence Caltrain Station Sunnyvale, CA	Relevance	**Good** (Distance/Prominence)
		This station is just outside of the requested locality, in a neighboring locality. Even though the station is outside of the requested locality, it provides a choice of stations in the area for the user. The fewer choices there are available, the farther away the results can be and still be relevant.	

Query	Result	Rating and Explanation	
	Sunnyvale Caltrain Station Sunnyvale, CA	Relevance	**Acceptable** (Distance/Prominence)
		This station is just outside of the requested locality, in a neighboring locality. Even though the station is outside of the requested locality, it provides a choice of stations in the area for the user. The fewer choices there are available, the farther away the results can be and still be relevant.	
	Palo Alto Train Station Palo Alto, CA	Relevance	**Bad** (Distance/Prominence)
		Result is far from the queried station. The farther away the result is from the queried station, the less likely it is that it will be considered relevant, so the relevance rating should be lowered.	

5.16.2. Stops vs. Stations

A transit stop is a location typically designated by a bench or covered waiting area, a posted sign, or street markings. Transit stations, on the other hand, are typically larger areas associated with major structures including, but not limited to, platforms, ticketing offices, enclosed waiting/seating areas, or terminal buildings/structures encompassing the transit area. The term “station” is primarily used to refer to transit locations that are larger and typically a terminal housing multiple routes. **All stations are stops, but not all stops are stations**.

Since all stations are stops, but not all stops are stations, returning a station for a stop query is ok, but returning a stop when the query is station should result in a rating of **Bad** with the User Intent checkbox selected. Try to identify these corresponding terms in the test locale and understand the relationship between them.

For the category **[bus stops]**, relevance should be based mainly on distance from the user location or fresh viewport and the physical size of the bus stop. If the result is a small bus stop in a rural area and the bus stop is among the closest ones to the user’s location intent, it should be rated **Excellent**. On the other hand, if the result is a large bus hub that is a bit farther away from the user, it should still receive an **Excellent** because of its size, regardless of the fact that there are closer, smaller bus stops. Results close to the user should not be demoted because there is a larger bus stop farther away, instead, the large bus stop should be promoted because of its importance.

Query	Result	Rating and Explanation	
[bus station in san francisco] *User and viewport in San Francisco, CA*	**Greyhound Lines** 200 Folsom St San Francisco, CA 94105	Relevance	**Excellent**
		This is a major bus station in San Francisco where a user can take Greyhound buses.	
	Main St & Folsom St San Francisco, CA 94105	Relevance	**Bad** (User Intent)
	5th St & Howard St San Francisco, CA 94103	These results are small local bus stops and do not satisfy the user intent for a bus station.	
	Sacramento Bus Station 420 Richards Blvd Sacramento, CA 95811	Relevance	**Bad** (Distance/Prominence)
		This result is another Greyhound station, but it is in Sacramento, quite far from San Francisco. There are closer real world results we could return. This result is too far and should be demoted due to distance.	
[bus stop] *User and viewport in Chicago, IL*	**Chicago Bus Station** 630 W Harrison St Chicago, IL 60607	Relevance	**Excellent**
		The query intent is for a bus stop. This result is a Greyhound station, which fully satisfies the user's intent. This result is close to the user.	
	W Harrison St & S Jefferson St Chicago, IL 60607	Relevance	**Excellent**
		The query intent is for a bus stop. This result is a Greyhound station, which fully satisfies the user's intent. This result is close to the user.	
	Harlem Ave & W 115th St Worth, IL 60482	Relevance	**Bad** (Distance/Prominence)
		The query intent is for a bus stop. This result is for a bus stop and matches the user's intent, but there are many bus stops closer to the user in real world we should be returning instead. Therefore, this result should be should be demoted due to distance.	

5.17. Parking Intent

When evaluating **[parking]** queries, note that:

- Free and paid parking are equally relevant.
- Parking time limits do not affect relevance rating. Your rating should not be changed by the fact that a parking lot is long term, short term, or limited-time (like a two-hour limit) parking.
- Parking for small cars, large cars, RVs, or motorcycles is equally relevant.
- If you can find evidence that a result is for private parking that cannot be used by the general public, give it a rating of **Bad**.

Public parking vs Private Parking

Public parking is:

- Parking that is a mix of residential/staff/permit and visitor parking and is not in a gated community
- Parking that can be used only when visiting a certain business (limited-use parking)

Private parking is:

- Parking that is residents only, staff only, or by permit only
- Parking in a gated community

If you cannot confirm whether parking is public or private, give the result the benefit of the doubt and consider it public parking.

5.18. Relevance: Service-Level Mismatch

Sometimes a query specifically requests a certain level of service, which may or may not be reflected in the result. Common requests include:

- Specific stores (e.g. Walmart Supercenter)
- Outlet stores (e.g. J. Crew Factory)

When the query requests a specific level of service which is not reflected in the result, give an initial rating of **Good** and demote as necessary depending on how well the result would satisfy the user intent.

When the query requests a type of business with a generic level of service, providing a result that offers more service than requested still satisfies user intent and should receive an initial rating of **Excellent**.

When the query does not specify the type of service, any relevant result can be rated **Excellent**.

Query	Result	Rating and Explanation	
[walmart]	**Walmart Supercenter** 3435 East Broadway Blvd, Tucson, AZ 85716	Relevance	**Excellent**
		Query is for a generic Walmart and the result is a Walmart Supercenter store that offers more services than the average Walmart store. User intent has been met and there is no need to demote for service level.	
	Walmart Neighborhood Market 5500 E 22nd St, Tucson, AZ 85711	Relevance	**Excellent**
		The query does not specify the type of Walmart, and any Walmart can be rated **Excellent**. Demote further for distance.	
[walmart supercenter]	**Walmart Neighborhood Market** 5500 E 22nd St, Tucson, AZ 85711	Relevance	**Good** (User Intent)
		Query is for a store with specific level of service. Walmart Supercenters are very large stores that have a full range of grocery and general merchandise. A Walmart Neighborhood Market is generally smaller with a more limited array of grocery and general merchandise.	
[Nordstrom rack]	**Nordstrom** 55 E Grand Ave, Chicago, IL 60611	Relevance	**Good** (User Intent)
		The query is for an outlet store, but the result is for a full-price store. The result satisfies the query intent, but to a lesser degree.	
[bank of america]	**Bank of America** 10900 Orangewood Blvd, Orlando, FL 32821	Relevance	**Excellent**
	Bank of America ATM 10900 Orangewood Blvd, Orlando, FL 32821	When the query is for a bank or a general bank brand, an ATM or a branch location of that specific brand are equally relevant.	

Query	Result	Rating and Explanation	
[ATM]	**Citibank** 3333 E Tropicana Ave Las Vegas, NV 89121	Relevance	**Excellent**
		The result is a bank branch location. Since many branches contain ATMs, and would be able to provide the same level of service as an ATM, this result usually fulfills the user's intent. Note that if research indicates the result does not offer cash services, rate it **Bad**.	
	Citibank ATM 7-Eleven 3421 E Tropicana Ave Las Vegas, NV 89121	Relevance	**Excellent**
		This is an ATM located inside a 7-Eleven convenience store. It satisfies the primary intent of the category.	
[burger king]	**McDonald's** 6875 Sand Lake Rd, Orlando, FL 32819	Relevance	**Bad** (User Intent)
		A user has asked for a specific fast food restaurant and the result is another fast food restaurant that offers similar food and service. Even though the service level in the two restaurants is similar, this result does not match the user intent for the named restaurant.	

6. Name Accuracy

The Name Accuracy rating is used to evaluate the accuracy of a Business/POI name. Your final rating will take into consideration both the accuracy of the Business/POI name and the classification assigned to it. Inaccuracies in either or both of these elements will result in rating demotions.

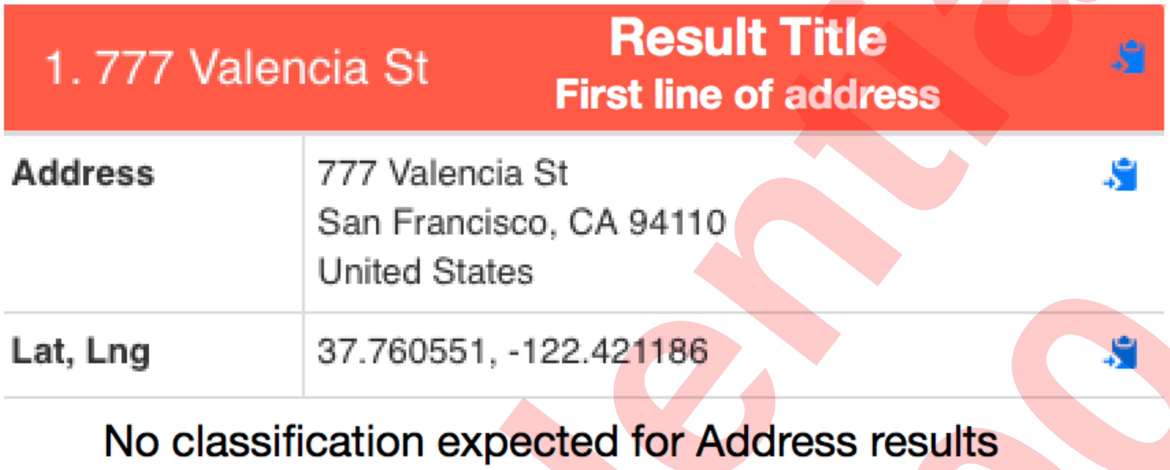
Business/POI Name Accuracy can be rated as:

- **n/a**
- **Correct**
- **Partially Correct**
- **Incorrect**
- **Can't Verify**

6.1. Name Not Applicable (n/a)

The **n/a** rating should be used for **all** address type results, including residential addresses, streets, localities, and so on.

Unlike Business/POI type results, address type results do not actually have a result name. Instead, the first line of address type results appears as the result title because this field is meant to present the most relevant part of the address information.



1. 777 Valencia St

Result Title
First line of address

Address	777 Valencia St San Francisco, CA 94110 United States
Lat, Lng	37.760551, -122.421186

No classification expected for Address results

Since address results do not have a name, their Name Accuracy cannot be evaluated. This is why the **n/a** rating should be selected.

Result	Rating and Explanation	
1703 NW Taylor St 1703 NW Taylor St Topeka, KS 66608	Name Accuracy	**n/a**
	This is a residential address, not the name or title of a business or POI.	
1600 Pennsylvania Ave 1600 Pennsylvania Ave, Washington, DC, 20500 United States	Name Accuracy	**n/a**
	Although this is the address of a well-known POI (the White House) it is still an address result and contains no name or title. It cannot be rated for Name Accuracy.	
Paris, France Paris, France	Name Accuracy	**n/a**
	This is the name of a locality and country, not the name of a business or POI.	

6.2. Result Names

Your final Name Accuracy rating will take into consideration both the accuracy of the Business/POI name and the classification assigned to it.

First, consider the name.

Confidential
2558900

6.2.1. Correct Name

A business/POI result name is accurate when it is used on the POI's official website or on other official resources. Even if the official website does not use the name, if it is used on other official sources, the name is correct. Note that the name has to be used to refer to the particular POI. The corporate name by itself is not automatically the correct name.

Business Name

Every name that a specific business location uses to refer to itself is considered correct. These names can be listed in a variety of ways in different sections of the entity's official website or official social media website(s):

- Chain business locator page on the official website
- About/About Us section on an entity's official website
- Signs and storefronts seen on official sites or social media pages
- Claimed social media pages

If these resources are not available, other reliable sources that can be used for researching business names include:

- Signs and storefronts seen on recent street or online imagery or crowdsourced review pages
- Recent articles in primary publications (newspapers or similar publications that do their own reporting)
- Official restaurant menus (user photos or scanned images from restaurants)

If the name cannot be confirmed with these resources and there is nothing objectively wrong with it, rate it **Can't Verify**.

Corporate name

The corporate name (and sometimes brand or product name) is often used to refer to a particular entity, but might be not the preferred name for a specific location. This depends on the particular company and the specific result.

Some official websites have a local language and an international (English) version. Consider the name given in the international version only if English is the language/script of the test locale, the query, or the result region, or if the official company, chain, or brand name is commonly used and understood in English in this market. If it is not, select the **Result name/title is in unexpected language or script** checkbox. No further rating is required.

Result Name	Official Business Name	Rating and Explanation	
McDonald’s	McDonald’s	Name Accuracy	**Correct**
		The chain calls all stores McDonald’s and has the name in front of all locations as corporate branding.	
Peet’s Coffee & Tea	Peet’s - Polk Street	Name Accuracy	**Correct**
		The name is considered **Correct**, because it is used on the sign on the storefront. The store is officially called “Peet’s - Polk Street” on the website as it refers to the Polk Street location.	
Best Buy	Best Buy San Jose	Name Accuracy	**Correct**
		The chain Best Buy uses a location modifier in their store names but their store sign (logo) is the corporate brand Best Buy and is therefore rated **Correct**.	
Microsoft	Microsoft Store	Name Accuracy	**Correct**
		The Microsoft storefront shows only the logo without any text. On the webpage, it is referred to as “Microsoft Store” or together with a location modifier such as “Microsoft Store – South Coast Plaza”. Because of the close similarities between the result name and the store name, rate **Correct**.	

Location modifier or affiliation

Businesses can include the name of the locality or the larger complex or organization they belong to as additional information. These modifiers, even when not specifically used by the official resources, can be considered correct. A name with missing modifier can also be considered correct as long as the modifier isn’t crucial for understanding the particular result. If a modifier is present, it must be spelled correctly. If it is misspelled, the name is partially correct.

See your Country Specific guidelines for cases where the location modifier is essential for understanding the result.

Confidential
25890

Result Name	Official Business Name	Rating and Explanation	
Apple	Apple Valley Fair	Name Accuracy	**Correct**
		The result name is missing the location modifier (Valley Fair) given on the official website, but is still considered **Correct**.	
Peet's Coffee	Peet's – Ferry Bldg SF	Name Accuracy	**Correct**
		The result name is **Correct** because it is used as the name on the official website, while the specific store has an optional location modifier.	
Old Navy – Belle Isle Station	Old Navy	Name Accuracy	**Correct**
		Old Navy doesn't officially use the mall name as part of the store name, but the location modifier is correct and the business name is rated **Correct**.	
Delgado Community College – Charity School of Nursing	Charity School of Nursing	Name Accuracy	**Correct**
		The result for the Nursing School includes the name of the college that it is affiliated with. Even though this form is not official, it is rated **Correct**.	

Stylized logos and letters

A variation is still correct when a business uses stylized logos and letters (like the backwards "R" in Toys "R" Us) that are outside the regular set of letters.

Result Name	Official Business Name	Rating and Explanation	
Toys 'R' Us	Toys Я Us	Name Accuracy	**Correct**
		This business uses a special character in its name, so the name is still considered **Correct**.	

"The" is missing or added

- **Missing:** The use of definite articles depends on the individual result. When a company using "the" is often referred to without it, the name is correct both with and without the article.
- **Added:** A business/POI that does not officially include a definite article in its name but has one included in the result should be considered partially correct.

Result Name	Official Business Name	Rating and Explanation	
Home Depot	The Home Depot	Name Accuracy	**Correct**
		The official name of this business is "The Home Depot," but since it is so often referred to as "Home Depot" the name is considered **Correct**.	

6.2.2. Partially Correct Name

A partially correct name differs from the official versions but can still be recognized by the user. Partially correct names can includes minor and moderate misspellings, service level mismatches, and missing or unnecessary name parts, including holding names/corporate structures. When the business name on the storefront does not include the corporate status (Ltd., Inc., etc.) seen in the result, it is partially correct.

6.2.2.1. Minor and Moderate Misspellings and Missing or Extra Words

Consider names partially correct when they contain issues that don't prevent the user from identifying the business:

- Name contains repeated, redundant, or missing information or parts
- Incorrect or missing punctuation or special characters
- Unnecessary or missing spaces
- Unexpected use of lower/upper case and ALL CAPS letters
  - Acronyms are often expected in ALL CAPS: YMCA, TGIF
- Minor and moderate misspellings that don't influence the user's understanding. See your Country-Specific guidelines for more information on misspellings.
- Mix of expected languages in the result title. Expected languages are the languages of the query, test locale, or region, or of an official business name.

Result Name	Official Business Name	Rating and Explanation	
Macys	Macy's	Name Accuracy	**Partially Correct**
		The result is missing the " ' ".	
HM	H&M	Name Accuracy	**Partially Correct**
		Missing the "&" in H&M is a misspelling but the name is still recognizable.	
uhaul uhaul	U-Haul	Name Accuracy	**Partially Correct**
		The result name is duplicated and in all lowercase with no "-".	

Result Name	Official Business Name	Rating and Explanation	
Seven Eleven	7-Eleven	Name Accuracy	**Partially Correct**
		The name is in an unexpected form not used by the business itself.	
GAMESTOP	GameStop	Name Accuracy	**Partially Correct**
		The name written in ALL CAPS is not expected for this business and demoted.	
Mosjaw	Moosejaw	Name Accuracy	**Partially Correct**
		The outdoor store has two misspellings but is still identifiable.	
Ecofuture Buildng Co	Ecofutures Building Inc	Name Accuracy	**Partially Correct**
		The business shows two misspellings and the incorrect business structure (Co. vs. Inc.).	
Napoli Coffeehouse & Pastries	Napoli Coffee	Name Accuracy	**Partially Correct**
		The result name has additional parts not used by the business. Because the additional parts are in line with the business and don't make the result ambiguous it is considered **Partially Correct**.	
GAP Superstore	GAP	Name Accuracy	**Partially Correct**
		The additional "superstore" is not used officially, but also does not change the user's ability to identify the well formatted and correct corporate name and is therefore considered **Partially Correct**.	
BerkeleyLaw Univerzitní of California	BerkeleyLaw University of California	Name Accuracy	**Partially Correct**
		The query [law] was issued in a cz_CZ (Czech) locale and the result locale is the US (English). Consider this **Partially Correct** due to the mix of **expected** languages: English and Czech.	

Result Name	Official Business Name	Rating and Explanation	
Aqua Spa 夢幻水都	Aqua Spa - Ocean City	Name Accuracy	**Partially Correct**
		The query [aqua spa] was issued in the zh-Hant_HK (Hong Kong) test locale and the result locale is in the US (English). Consider this **Partially Correct** due to the mix of **expected** scripts.	
att	AT&T	Name Accuracy	**Partially Correct**
		URLs can give an indication of an businesses's official name, but because a URL lacks formatting choices, it should generally not be used to confirm the official business name. Similar restrictions exist for certain social media such as Twitter. The company's name is confirmed by the URL (att.com), but the name stated in the URL, "att", is clearly poorly formatted, but still recognizable.	
University of California	University of California Irvine	Name Accuracy	**Partially Correct**
		Irvine is more than a location modifier for this university. The city name differentiates the Irvine location from other universities in the University of California network.	
Nike	NIKELAB 21M NYC	Name Accuracy	**Partially Correct**
		Even though the Nike symbol appears on this store's official website, the preferred store name for this specific location is not the general brand name but the NIKELAB name seen on the store sign and website.	

Result Name	Official Business Name	Rating and Explanation	
The Sears	Sears	Name Accuracy	**Partially Correct**
		Sears does not use "The" in any of their official webpages. Adding it to the company name gives the name a rating of **Partially Correct**.	

6.2.2.2. Service-Level Mismatch

Chain businesses often indicate the level of service provided at that location in their name. If the result name does not reflect the correct type, it is considered a service-level mismatch and is considered partially correct.

Result Name	Official Business Name	Rating and Explanation	
Patagonia Outlet	Patagonia	Name Accuracy	**Partially Correct**
		The result name suggests that the store is an outlet, which it isn't.	
Delhaize	Delhaize Supermarkt	Name Accuracy	**Partially Correct**
		Depending on its size and the services available, this chain business comes in five varieties. The result is missing part of the name indicating its service level.	
Best Buy	Best Buy Express	Name Accuracy	**Partially Correct**
		A Best Buy Express is a vending machine and not a store. This is a service-level mismatch and considered **Partially Correct**.	
Best Buy Express	Best Buy	Name Accuracy	**Partially Correct**
		The user is expecting a vending machine where there is a store. This is a service-level mismatch and considered **Partially Correct**.	

6.2.2.3. Holding Name and Corporate Structure

Holding names or corporate structures are not considered correct if they are not explicitly used by the individual stores. Holding names or names that include corporate structure are considered partially correct or incorrect depending on how recognizable the name is in context with the particular business.

Result Name	Official Business Name	Explanation	
IT'SUGAR LLC	IT'SUGAR	Name Accuracy	**Partially Correct**
		The addendum "LLC" refers to the corporate structure and should not be used for the store, However, this name is still recognizable.	
Nordstrom, Inc.	Nordstrom	Name Accuracy	**Partially Correct**
		The addendum "Inc." refers to the company's corporate structure and should not be used for the store. However, the store can still be	

6.2.3. Incorrect Name

An incorrect result name is one that can't be recognized because of severe misspelling or ambiguous or unnecessary/missing parts in the name.

Consider names incorrect when they contain issues issues including:

- Severe misspellings that prevent the user from identifying the business because of:
    - Change in meaning
    - Misspelling that results in an entirely different word or gibberish
- Holding names that are completely different than the recognized name
- Unnecessary or missing parts in the name that prevent the user from recognizing the business
- Slang and inappropriate language
- Using the previous name of the same entity that is not a variation of the current name and therefore cannot be identified

Note: If a result name is incorrect, the final Name Accuracy rating will always be **Incorrect**, even if the classification is correct.

Result name	Official Business Name	Rating and Explanation	
JAB Holding Company	Peet's Coffee	Name Accuracy	**Incorrect**
		The holding company name is completely different than the store name.	
Samsons Pizza	Seasons Pizza	Name Accuracy	**Incorrect**
		The misspelling changes the meaning of the word "Seasons" and makes this seems like a totally different business.	

Result name	Official Business Name	Rating and Explanation	
IEA	IKEA	Name Accuracy	**Incorrect**
		In short business names, even small errors can prevent the user from recognizing the business.	
Zatas Tacos + Tequila	Zacatecas Tacos + Tequila	Name Accuracy	**Incorrect**
		The misspelling is severe and does not allow the user to identify the business with certainty. The user is likely under the impression that it is a different restaurant.	
Taco Bull	Taco Bell	Name Accuracy	**Incorrect**
		The misspelling changes the meaning, which makes the name ambiguous: It could be a "Taco Bell" chain store or a different business named "Taco Bull".	
Walgreens Pizza	Walgreens	Name Accuracy	**Incorrect**
		With the unnecessary word "Pizza," the name becomes ambiguous and the user does not know if this is a pizzeria named Walgreens or a wrongly labeled Walgreens pharmacy.	
Cheesecake	The Cheesecake Factory	Name Accuracy	**Incorrect**
		When missing the word "factory", the result name "Cheesecake" is not specific enough and the chain business cannot be identified with certainty.	
UPS	USPS	Name Accuracy	**Incorrect**
		USPS (United States Postal Service) and UPS (United Parcel Service) are both in the delivery business, but are entirely different companies.	
Starbucks & Spencer	Marks & Spencer	Name Accuracy	**Incorrect**
		By switching Marks with Starbucks, the business can no longer be identified.	

Confidential
258900

Result name	Official Business Name	Rating and Explanation	
Mickey D’s	McDonald’s	Name Accuracy	**Incorrect**
		Mickey D’s is British slang for McDonald’s brand. However it is not an official variation of the brand name.	
Sommet Center	Bridgestone Arena	Name Accuracy	**Incorrect**
		Returning a previous name that is not used on the arena’s official webpage is not a good experience. Even when it might still be in use among users, if the result is a former name, rate it **Incorrect**.	

6.3 Result Classification

Once you have determined the correctness of a result’s name, you will have to evaluate the accuracy of its classification in order to determine the final Name Accuracy rating. The classification of a result refers to the category of the Business/POI.

Not every result will include a classification, but when one appears, you will find it below the address details

If the classification is missing or listed as N/A, make your final Name Accuracy rating based on the name alone.

6.3.1. Correct Classification

When a business or POI is classified correctly, the classification accurately reflects the business, service, or function of the entity. This includes broad or alternate classifications that are not the preferred choice but are not misleading.

A correct name paired with a correct classification is rated **Correct** for Name Accuracy.

- Not every result will include a classification. If the classification is missing or listed as N/A, do not demote.
- Some classifications may seem slightly too specific or too general. As long as the classification is not misleading, consider it correct.
- Classifications can vary for similar POIs and vary per market. Localization of categories should be taken into account when deciding if a classification is appropriate.

Confidential
2558900

Result Name and Classification	Rating and Explanation	
Restaurant Toqué French	Name Accuracy	**Correct**
	Restaurants are commonly classified by their respective cuisines. 'French' refers to French cuisine or a French restaurant and is an appropriate classification for the result.	
Jocko's World Famous Chicken and Seafood Seafood	Name Accuracy	**Correct**
	This classification may seem a bit too specific but it is not misleading. Although this restaurant sells more than just seafood, categorizing it as a seafood restaurant still properly reflects the nature of this entity.	
Walmart Grocery	Name Accuracy	**Correct**
	As long as research shows that the particular Walmart location represented by the result sells groceries, this would be an appropriate classification. This is because grocery is a major department in this store and represents a large part of what it sells.	
Walmart Discount Store	Name Accuracy	**Correct**
	This classification accurately represents the POI. Walmart is known to offer merchandise at low prices.	

6.3.2. Incorrect Classification

When the classification is wrong, the final Name Accuracy rating is always **Incorrect**. This is true whether the result name is Correct, Partially Correct, or Incorrect.

Consider the classification incorrect when it is:

- Wrong
- Misleading
- Misspelled
- Incomplete (missing parts or has uncommon/odd abbreviations)
- In an unexpected language/script. The classification must match the language/script of the query, test locale, or result region

Result Name and Classification	Expected Classification	Rating and Explanation	
Denver Zoo Active Life	Zoo	Name Accuracy	**Incorrect**
		Classification is wrong since the result is a zoo. This classification does not represent the nature of the result. Final Name Accuracy rating is **Incorrect**.	

Result Name and Classification	Expected Classification	Rating and Explanation
Macy's Bar	Department Store	Name Accuracy **Incorrect** The result is a department store and should not be categorized as bar. Final Name Accuracy rating is **Incorrect**.
Macy's Shoes	Department Store	Name Accuracy **Incorrect** Classification is misleading. The result is a department store and it should be categorized as one. Although this store does sell shoes, the classification does not reflect the wide variety of other merchandise it offers. It is misleading to categorize this result as simply a shoe store. Final Name Accuracy rating is **Incorrect**.
Pondok Djaja Daging Ayam translation of classification: Chicken Meat	Restoran Ayam translation: Chicken Restaurant	Name Accuracy **Incorrect** Classification is misleading. Pondok Djaja is a restaurant in Jakarta famous for its chicken dishes, but the classification 'Daging Ayam' or 'Chicken Meat' is more appropriate for a poultry butcher than a restaurant. The classification "Restoran Ayam" or "Chicken Restaurant" is more appropriate. Final Name Accuracy rating is **Incorrect**.
Fry's Electronics Electrnics	Electronics	Name Accuracy **Incorrect** Classification is misspelled. Any misspelling in the classification should be considered wrong. Final Name Accuracy rating is **Incorrect**.
Macy's Depart Store	Department Store	Name Accuracy **Incorrect** Classification is incomplete. The classification shown is not a common abbreviation for "Department Store" and appears incomplete. Final Name Accuracy rating is **Incorrect**.
Aral Gas Station	Tankstelle	Name Accuracy **Incorrect** Test Locale: Germany Classification is in unexpected language or script. The classification "Gas Station" is in English instead of the expected German word "Tanskstelle." English should be considered an unexpected language in this locale (even if it could be understood by a user there). Final Name Accuracy rating is **Incorrect**.

Result Name and Classification	Expected Classification	Rating and Explanation	
Macys Bar	**Macy's** Department Store	Name Accuracy	**Incorrect**
		The result name should be considered partially correct because it does not include the proper punctuation: Macys should be Macy's. The classification of Bar for this department store is wrong. When the name is partially correct and the classification is wrong, rate Name Accuracy **Incorrect**.	

6.4. Can't Verify

When, due to a lack of available data online, the business or POI name cannot be confirmed, rate **Can't Verify**. This can be because of a lack of official resources or street imagery or can be the case for small businesses that don't maintain their own webpage or social media profile.

6.5 Transit Names

Transit stations and other transit results (like airports and shipping ports), are often named after the locality or street where they are located and can include a transit indication such as "Station" or "Subway." The transit indication in the result name/title is considered optional and can be missing and still be considered correct. The user query for **[san jose station]** can therefore return the name **San Jose Diridon Station** or simply **San Jose** to be **Correct**. The classification of the result will help you correctly interpret the result because classifications for transit POIs should be a reference to transit.

Keep in mind that some transit POIs located on street intersections may have a result title that is the name of the street intersection (e.g. "Lincoln Way & 19th Avenue"). This is also considered **Correct**.

If there are multiple transit systems operating out of the same station, any of the systems can be included in the name to be **Correct**. If transit stations are close to each other, but users have to walk outside to get from one building to another, consider the results for the two stations as two separate POIs.

Confidential
255800

Query	Result	Rating and Explanation	
[Millbrae station] *User and viewport in Palo Alto, CA*	**Millbrae** Millbrae, CA Classification: Train Station	Name Accuracy	**Correct**
		"**Millbrae**" has no transit indication in the result name, but the classification indicates it is a train station.	
	Millbrae BART Millbrae, CA Classification: Train Station	Name Accuracy	**Correct**
		"**Millbrae BART**" has a transit indication for the BART system in the result name.	
	Millbrae Amtrak Millbrae, CA Classification**:** Train Station	Name Accuracy	**Incorrect**
		"**Millbrae Amtrak**" has an incorrect Amtrak transit indication. Only BART and Caltrain operate from Millbrae station.	

6.6. Parking Names

A parking lot may or may not have a name. Confirm this on the lot's official webpage:

- The generic names "Parking," "Garage," or "Lot" (or any other words that indicate parking can take place at the location) are considered **Correct** when no official name can be found.
- If an official name can be found, rate the generic names "Parking," "Garage," or "Lot" (or any other words that indicate parking can take place at the location) as **Partially Correct**.
- If the parking lot is specialized (for instance, motorcycle-only parking), and the result's name doesn't reflect that specialization, the result should be rated **Incorrect** for name accuracy.

Accept the following combinations of names as **Correct** if no official name is found:

- (Business name/Plaza name/Shopping area name) + (parking/ garage/lot)
  - Without the addition of parking/garage/lot, the name is **Incorrect**
- Parking/ Garage/Lot (or any other words that indicate parking can take place at the location)

Query	Result	Rating and Explanation	
[Parking] *User and viewport in San Francisco, CA*	**Union Square Garage**	Name Accuracy	**Correct**
		This garage’s official website confirms its name.	
	Parking (Result is for the Union Square Garage)	Name Accuracy	**Partially Correct**
		Research shows that the official name for this parking location is Union Square Garage	
	Safeway Parking (Result is for the parking lot attached to a Safeway store in San Francisco)	Name Accuracy	**Correct**
		This parking lot has no official website or name, but is associated with a Safeway store.	
	Parking (Result is for the parking lot attached to a Safeway store in San Francisco)	Name Accuracy	**Correct**
		This parking lot has no official website or name.	
	Safeway (Result is for the parking lot attached to a Safeway store in San Francisco)	Name Accuracy	**Incorrect**
		Without the words “Parking,” “Garage,” or “Lot,” users will have no way to know they can park at this Safeway.	

6.7 Final Name Accuracy Rating (Summary Table)

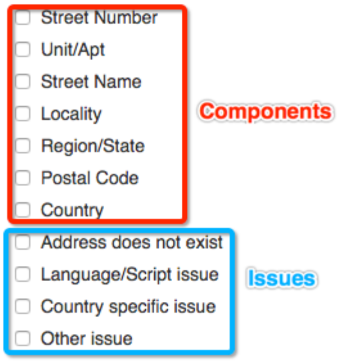
This summary table shows the final ratings produced by different combinations of name correctness and classification accuracy.

Name/Title Correctness	Classification Accuracy	Final Name Accuracy Rating
Correct	**Correct or N/A**	**Correct**
Correct	**Incorrect**	**Incorrect**
Partially Correct	**Correct or N/A**	**Partially Correct**
Partially Correct	**Incorrect**	**Incorrect**
Incorrect	**Correct or N/A**	**Incorrect**
Incorrect	**Incorrect**	**Incorrect**

7. Address Accuracy: Components and Issues

Address Accuracy is split into two main parts: Components and Issues and Result Expectation. This section will discuss Components and Issues and the next section will discuss Result Expectations.

7.1. Address Components



☐ Street Number
☐ Unit/Apt
☐ Street Name
☐ Locality
☐ Region/State
☐ Postal Code
☐ Country
☐ Address does not exist
☐ Language/Script issue
☐ Country specific issue
☐ Other issue

Address components are the elements used to form the address details for each result. These components include street number, unit/apt, street name, locality, region/state, postal code, and country. The components are defined in these guidelines with a global approach in mind. There may be variations for specific markets that are not addressed here. See your Country Specific guidelines for more information on the address component requirements for each type of result.

This section covers the issues that can be associated with the address components as well as the possible issues that can be associated with the address itself. It refers to the checkboxes presented in the rating interface when **Incorrect** is selected. Checkboxes should be selected for incorrect or missing information. Issues can occur within parts of the address or the entire address.

Choose all identified incorrect or missing components. If the issue is not tied to individual components but to an issue pattern, choose the appropriate issue instead.

Never select issues **and** components at the same time to report the same problem. That is, do not rate **Incorrect** —Language/Script issue for the entire address and also **Incorrect**—Street Name because street name is in an incorrect language.

When a Language/Script issue is present, make sure to check the address components for accuracy and to select the appropriate checkbox. For instance, if you select language issue for the entire address, you can also mark street number as incorrect, since this is an error that's not language related.

7.1.1. Street Number

If the result address has an incorrect or missing street number rate Address Accuracy as **Incorrect** – Street Number.

Result	Official Address	Rating and Explanation	
7-Eleven 836 E Fremont Ave, Sunnyvale, CA 94087	834 E Fremont Ave, Sunnyvale, CA 94087, USA	Address Accuracy	**Incorrect** – Street Number
		Select the Street number checkbox because the street number in the result address is incorrect.	

Result	Official Address	Rating and Explanation	
Defour Potgieterstraat, 1053 XS Amsterdam, Netherlands	Potgieterstraat 47, 1053 XS Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Street Number
		Select the Street number checkbox because the street number is missing in the result address.	

The way street numbers are assigned varies by country and area. Some patterns you may see:

Street Number Extensions

Some markets use a street number extension system. Street number extensions are part of the street number, not a further breakdown of it like building or unit numbers. If a street number extension is incorrect or missing from a POI address it should be treated as an incorrect/missing street number. Refer to Country Specific Guidelines for more details.

Result	Official Address	Rating and Explanation	
Elkjøp Halden Walkersgate 8, 1771 Halden, Norway	Walkersgate 8c, 1771 Halden, Norway	Address Accuracy	**Incorrect** – Street Number
		In Norway, street number extensions are part of the street number and are not unit numbers. The street number in the result is missing a street number extension 'c' which is listed as part of the official street number.	
REMA 1000 Tynset Elfengveien 4 A, 2500 Tynset, Norway	Elfengveien 4 B, 2500 Tynset, Norway	Address Accuracy	**Incorrect** – Street Number
		In Norway, street number extensions are part of the street number and are not unit numbers. The street number in the result has an incorrect number extension 'A' when 'B' is listed as the official street number extension.	

Address Range

Address ranges are used to assign numbers to a stretch of road. Given the nature of these ranges, not all numbers will have a building assigned to them.

When an address range is given by the query or returned as a result, consider it **Correct** when:

- The result street number is within the queried range
- The result address range exists and contains the queried street number
- The range or number matches the odd/even numbering system for left/right side of street required by the country

The same criteria apply to POI addresses.

Result	Official Address	Rating and Explanation
The Crutched Friar 39 Crutched Friars, London EC3N 2AE United Kingdom	39-41 Crutched Friars, London EC3N 2AE, United Kingdom	Address Accuracy **Correct** No need to select the street number checkbox since the street number in the result is within the official address range.
The Crutched Friar 40 Crutched Friars, London EC3N 2AE United Kingdom	39-41 Crutched Friars, London EC3N 2AE, United Kingdom	Address Accuracy **Incorrect** – Street Number Select the Street number checkbox because the number 40 is even while the official address range is odd.
The Crutched Friar 45 Crutched Friars, London EC3N 2AE, United Kingdom	39-41 Crutched Friars, London EC3N 2AE, United Kingdom	Address Accuracy **Incorrect** – Street Number Select the Street number checkbox because the street number in the result is outside of the official address range.
Apartamentos Oporto Rua de Dom Hugo 1-45 4050 Porto Portugal	Rua de Dom Hugo 17 4050 Porto Portugal	Address Accuracy **Incorrect** – Street Number Select the **Incorrect** – Street Number checkbox because the address range in the result does not exist. It does not point to the POI and should be considered incorrect even if the range contains the official street number.

7.1.2. Unit/Apt

A street number can be divided into unit, apartment, or building numbers. Commonly seen forms include the use of letters: A, B, C as well as the character # in front of a number: #420. Less common are forms like ½.

A unit number should be correct and present when the official address of a business/POI contains a unit number.

When a business does not list a unit number and the unit number cannot be confirmed, no unit number should be given in the result. Rate **Incorrect** – Unit/Apt when unit number is present in the rating tool in these cases.

Result	Official Address	Rating and Explanation
Free People 333 Santana Row Suite #1110 San Jose, CA 95128	333 Santana Row Suite #1110 San Jose, CA 95128	Address Accuracy **Correct** This is the correct address listed on the official website of the business.
Free People 333 Santana Row San Jose, CA 95128		Address Accuracy **Incorrect** – Unit Number This result address is missing the unit number listed on the official website. Unit number checkbox should be selected.

Free People 333 Santana Row Suite #2490 San Jose, CA 95128		Address Accuracy	**Incorrect** – Unit Number
		This result address has a different unit number than the one listed on the official website. Unit number checkbox should be selected.	

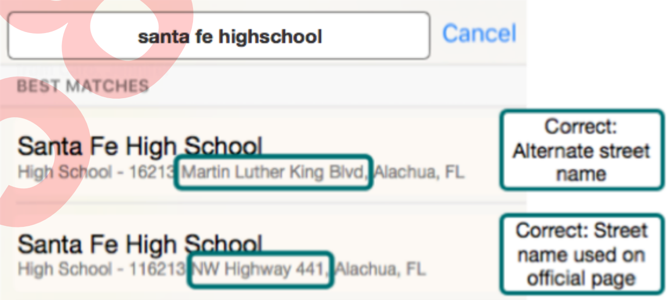
7.1.3. Street Name

If the result address has an incorrect or missing street name rate Address Accuracy as **Incorrect** – Street Name.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumplein 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Correct**
		This is a correct address as displayed on the official website of the business.	
Van Gogh Museum Van Baerlestraat 6, 1071 DJ Amsterdam, Netherlands		Address Accuracy	**Incorrect** – Street Name
		This address has the wrong street name. Street name checkbox should be selected.	
Van Gogh Museum 6, 1071 DJ Amsterdam, Netherlands		Address Accuracy	**Incorrect** – Street Name
		This address has a missing street name. The street name checkbox should be selected.	

Alternative Street Names

A street can have alternate names or route numbers, as well as multiple names in different languages in bilingual areas. Consider a street name correct when the name used is still valid and in the language expected given the test language, result region, or user query. If the street name has changed and the older name is no longer in use, consider the old name to be **Incorrect** – Street Name if returned.



santa fe highschool

Santa Fe High School
High School - 16213 Martin Luther King Blvd, Alachua, FL

Santa Fe High School
High School - 116213 NW Highway 441, Alachua, FL

Correct: Alternate street name

Correct: Street name used on official page

Misspelled Street Names

Misspellings in the street name, including missing diacritics (e instead of é, l instead of ł) may be rated **Incorrect** – Street Name. See your Country Specific guidelines for more information.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Musuemplein 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Street Name
		The result street name is misspelled ("ue" instead of "eu"), so the street name checkbox should be selected	
Bozego Ciala Bozego Ciala, Wrocław, Poland	Bożego Ciała, Wrocław, Poland	Address Accuracy	**Incorrect** – Street Name
		The result street name is missing diacritics in two letters (ż and ł) which should be treated as a misspelling in the Polish market. The street name checkbox should be selected.	

Street Directions and Types

Street directions (North (N), East (E), South (S), West (W)) as well as street types (Street (St), Boulevard (Blvd), Avenue (Ave), etc.) are part of the street name. If they are incorrect or missing, the street name is wrong and rated **Incorrect** – Street Name. Exceptions are when such elements of a street name are used interchangeably for the same street.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumkade 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Street Name
		This address has the wrong type of street: both "plein" (square) and "kade" (quay) are street types. The official street type is listed as 'plein'; therefore the type of street is considered wrong and the checkbox for street name should be selected.	
118 El Camino Real 118 El Camino Real, Sunnyvale, CA 94087	118 E El Camino Real, Sunnyvale, CA 94087	Address Accuracy	**Incorrect** – Street Name
		This address is missing the direction. Therefore, the street name checkbox should be selected.	
Blue Stones 3530 E El Camino Real, Santa Clara, CA 95051	3530 El Camino Real, Santa Clara, CA 95051	Address Accuracy	**Incorrect** – Street Name
		This result address has additional direction, which is wrong and does not exist in real life.	

7.1.4. Locality and Administrative Divisions

Administrative divisions and mandatory address components vary from country to country. Some countries or areas require additional sub-locality or municipality components for correct address information. See your Country Specific guidelines for more information.

Misspellings within the locality name, including missing diacritics (e instead of é, l instead of ł) may be rated **Incorrect** – Locality. See your Country-Specific Guidelines for more information.

Every result requires the correct locality component within its address details. In cases of local government reforms or other changes in naming, the result has to reflect the official name. Exceptions are made when alternate names are accepted.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumplein 6, 1071 DJ Utrecht, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Locality
		This address has the wrong locality. Locality checkbox should be selected.	
Van Gogh Museum Museumplein 6, 1071 DJ Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Locality
		This address has a missing locality therefore locality checkbox should be selected.	
Jana Matejki Jana Matejki 90-237 Lódz Polska	Jana Matejki 90-237 Łódź Polska	Address Accuracy	**Incorrect** – Locality
		The locality within the street result is missing diacritics in two letters (Ł and ź) which should be treated as a misspelling in the Polish market.	

7.1.5. Region or State

Each country has its own understanding of what is expected (correct) or unusual (incorrect) for region or state components. See your Country Specific guidelines for more information.

Result	Official Address	Rating and Explanation	
1384 Navarro Dr 1384 Navarro Dr, Sunnyvale, 94087, USA	1384 Navarro Dr, Sunnyvale, CA 94087, USA	Address Accuracy	**Incorrect** – Region/ State
		This address is missing the state, which is a mandatory component in the USA. Region/State checkbox will be selected for missing state.	
Van Gogh Museum Museumplein 6, 1071 DJ Amsterdam, North-Holland, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Correct with formatting issue**
		Region is not a mandatory component in the Netherlands, but if present has to be correct. Since the region is not necessary, it is a redundant address component and should be flagged as a formatting issue.	

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumplein 6, 1071 DJ Amsterdam, North-Brabant, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Region/ State
		Region is not a mandatory component in the Netherlands, but if present has to be correct. The correct region for the city of Amsterdam is North-Holland, therefore the region/state checkbox will be selected.	

7.1.6. Postal Code

The postal code accompanies the locality name and provides further detail about where a feature is located. See your Country Specific guidelines for more information on when postal codes are a mandatory address component.

If a postal code is not mandatory but is present in the result address, rate **Correct** as long as the postal code applies to at least part of the feature (street, locality, large POI without an expected address, etc.).

For many localities, more than one postal code may apply. As long as the returned postal code is correct for at least a part of the feature (street, locality, large POI) rate **Correct**. Columbus, OH, for example, contains 45 postal codes.

Postal code standards differ between locales so be sure to consult your Country Specific guidelines for details.

Consider any country specific conventions when it comes to the use and correctness of shortened postal codes. For example, the US postal code does not need the four-digit extension that follows the five digit main code. Ignore it if it appears.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumplein 6, 1071 DM Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Postal Code
		This address has the wrong postal code "DM" instead of the correct "DJ." Postal code checkbox should be selected.	
Van Gogh Museum Museumplein 6 Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Postal Code
		This address has a missing postal code. Postal code checkbox should be selected.	

7.1.7. Country

The country is a "nice to have" piece of information, but should always be included when the result is located in a country other than the test locale. If missing, rate **Incorrect** and select the Country checkbox.

Test Locale	Address in Result	Address in Reality	Rating and Explanation
en_US	1384 Navarro Dr, Sunnyvale, CA 94087	1384 Navarro Dr, Sunnyvale, CA 94087	Address Accuracy **Correct** This is a correct address since the test locale is the USA.
de_DE	1384 Navarro Dr, Sunnyvale, CA,94087, USA	1384 Navarro Dr, Sunnyvale, CA 94087, USA	Address Accuracy **Correct** This address includes the country name since it is outside of Germany, which is the test locale.
en_US	Museumplein 6, 1071 DJ Amsterdam	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy **Incorrect** – Country The country is mandatory in this example because the address is in the Netherlands, which is outside the user's US test locale. Country checkbox should be selected.

7.2. Address Does Not Exist

An address-type result needs to be associated with a building or with a plot of land that has been officially assigned that address. If you find strong evidence that there is no building at the address or that no plot of land has been officially assigned the address, rate **Incorrect –** Address does not exist and leave a detailed comment including links. If there are not enough resources available to make an informed decision, rate **Can't Verify**.

Within markets that use street number extensions, if the result offers an address with a generic street number, but the street number alone does not exist without an extension (e.g. result returns "163 Main St.", but only "163A Main St." and "163B Main St." exist), rate the address as **Incorrect –** Address does not exist, since the street number without the extension is not a valid, real-life address. Note that street number extensions differ from the building numbers referred to in Unit/Apt section.

In rare cases, an existing street address can be found in a different locality. Always mark such cases as **Incorrect** – Address does not exist and not as **Incorrect** – Locality.

Use the **Incorrect –** Address does not exist checkbox for any address result that doesn't exist, like a street or sub-locality result. This rating should not be applied to POI addresses.

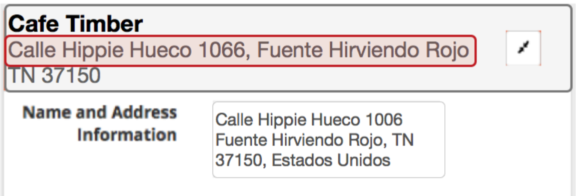
7.3. Language/Script Issue in Address

The address details must be in a language and script that matches the test language (like en_US), the user query, or the result region.

Use the Address Accuracy **Incorrect** – **Language/Script Issue** checkbox if you find issues of this nature in any of the address components in the address details of any result. (For business/POI names and address titles in unexpected languages, see Result title/name in unexpected language.)

These examples show incorrect language and script for the result "**Cafe Timber**, 1066 Hippy Hollow Rd, Red Boiling Springs, TN 37150" with a user in the US using English.

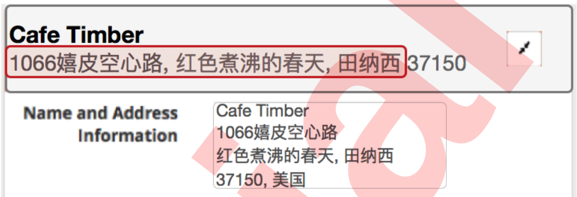
Language Issue in Address



Cafe Timber
Calle Hippie Hueco 1066, Fuente Hirviendo Rojo
TN 37150

Name and Address Information: Calle Hippie Hueco 1006
Fuente Hirviendo Rojo, TN
37150, Estados Unidos

Script Issue in Address



Cafe Timber
1066嬉皮空心路, 红色煮沸的春天, 田纳西 37150

Name and Address Information: Cafe Timber
1066嬉皮空心路
红色煮沸的春天, 田纳西
37150, 美国

Any combination of unexpected language or script is considered **Incorrect**. An exception can be made in cases when only special characters are added that are not used in the expected language.

Results located in a market with different scripts are hard to verify. Use the normal research steps to confirm the address. It is not expected that you understand markets and address formats outside your local knowledge expertise, so do the best you can without doing more research than normal.

Rate mixed languages and scripts found in any address details as **Language/script Issue** when they use a different language or script than the one used in the query, test, or result location.

7.4. Country-Specific Issue

The variety of address formats and distinctive country specific issues is broad. In general, use the checkbox for **Country Specific Issue** when there is an address problem that is not covered by the available checkboxes. This includes things like instances when an address also requires a sub-locality or municipality in addition to locality and state, but those components are either missing or incorrect. See your Country Specific guidelines for more information.

7.4.1. Country-Specific Issue vs. Correct with Formatting Issue

Any additional components beyond the regular address format for a country are rated:

- **Correct with formatting issue** if correct
- **Incorrect –** Country Specific Issue if very unusual or wrong

7.5. Other Issue

Issues not mentioned in these guidelines are reported using the **Incorrect –** Other Issue checkbox. If you choose this option, be sure to leave a comment as well as links to the resources you used to identify the issue. The checkbox is also used for:

- Duplicate address components
- Name of POI reappears in the address details
- Natural features that contain street address elements (see Natural Features)
- P.O. Box addresses

You may also use this checkbox if you notice formatting issues along with any **Incorrect** components you've already selected. This is because once you mark a component **Incorrect**, you can no longer choose **Correct with Formatting issue**.

7.6. Correct with Formatting Issue

When all the result address information is correct and present, but not in the format expected, mark it as **Correct with Formatting issue**. Formatting issues include the order of address components and other minor issues that are not necessarily considered wrong. They do **not** include misspellings which are addressed under the relevant individual components. Some reasons to rate **Correct with formatting issue**:

- Components are in unexpected order
- Non-required but correct address components
- Extra spacing
- Double comma [,,]
    - Rate **Incorrect** if a required component is missing
- Valid but redundant or unnecessary components (See your Country Specific guidelines for more information)

If optional components already discussed in this chapter appear in the address, use the guidance provided in the section that applies to those components, not the **Correct with formatting issue** rating. If your market has additional address components, consult your Country Specific guidelines before demoting.

7.7. Can't Verify

An address is rated **Can't Verify** when it cannot be confirmed as **Correct** or **Incorrect**. This is usually the case when there is a lack of resources or an unexpected address format is given on the official website.

- Lack of resources:
    - No official webpage found
    - No official address listed
    - General lack of official resources
    - Lack of street imagery
- Unexpected address formats used by official resources can include:
    - Intersection address (Main St and 2nd St)
    - Exit address (Exit 5, Hwy 101)
    - Descriptive address (Main St between 6th and 7th Streets)

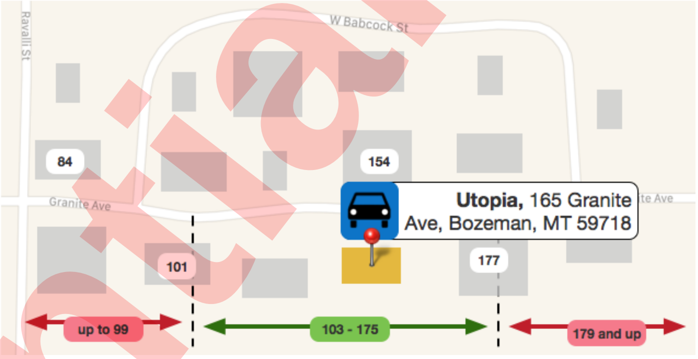
Ask yourself: Is the location given by the result address **at least not wrong** given all information I have found? Use the following examples to learn how reach a conclusion.

Note: If an address contains missing or incorrect components, it can be confirmed as **Incorrect**. Mark the individual incorrect components. See your Country Specific guidelines for more information on missing or incorrect components.

Confidential
2558900

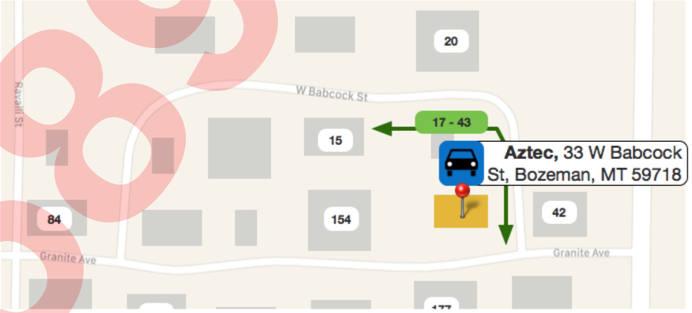
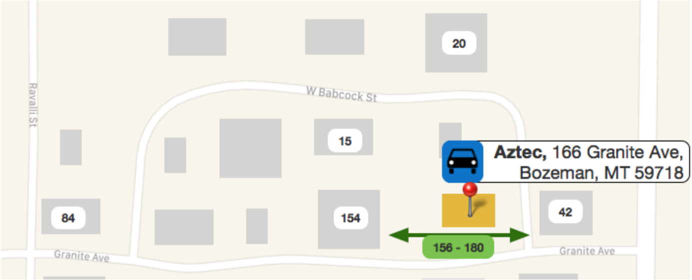
7.7.1. Can’t Verify for Street Number

The following example shows address details for a business called “Utopia.” No information online confirms the address and only a few street numbers can be confirmed with official resources.

Rule and Explanation	Example
The street number has to fall within the possible range of addresses. The street number 165 falls within the possible street numbers ranging from 103 to 175. Those are the houses closest to the result address that could have been confirmed. Rate the address **Can’t Verify**.	 Ravalli St W Babcock St 84 154 Granite Ave **Utopia,** 165 Granite Ave, Bozeman, MT 59718 101 177 up to 99 103 - 175 179 and up

7.7.2. Can’t Verify for Street Name

The following examples give different address details for a business called Aztec. The official address is “Granite Ave & W Babcock St, Bozeman, MT” and is in a different format than the result addresses.

Rule and Explanation	Example
The result address has to provide access and be within the possible range of street numbers. W Babcock St provides access to the business and the number appears to be within the range of addresses we can confirm. Rate the address **Can’t Verify**.	 20 W Babcock St Ravalli St 17 - 43 15 **Aztec,** 33 W Babcock St, Bozeman, MT 59718 84 154 42 Granite Ave
Granite Ave provides access to the business and the number appears to be within the range of addresses we can confirm. Rate the address **Can’t Verify**.	 20 W Babcock St Ravalli St 15 **Aztec,** 166 Granite Ave, Bozeman, MT 59718 84 154 42 156 - 180 Granite Ave

8. Address Accuracy: Result Expectations

You will see three kinds of results:

- Business/POI results
- Address type results
- Features without an expected address

Different address details are expected for each result type. For example, the Amazon river has no street address but its name is accompanied by the country, while the fast food place Wienerschnitzel shows a complete address. You will need the appropriate expectations in order to rate addresses accuracy.

Wienerschnitzel 75 Saratoga Ave Santa Clara, CA 95050 United States	Business	**Eiffel Tower** 5 Avenue Anatole France 75007 Paris France	Landmark
1 Church St 1 Church St Burlington, VT 05401 United States	Residential Address	**Grand Central Terminal** Manhattan New York, NY United States	Transit Station
Amazon **Brazil**	Natural Feature	**Yellowstone National Park** Yellowstone National Park WY 82190 United States	National Park

8.1. Business/POI Result

The address details of a business or POI generally consist of: street number, street name, locality, region, postal code, and country.

The address given is confirmed **Correct** when it points to the same physical location listed on the official webpage or other official resources and all mandatory components for your market are present. See your Country Specific guidelines for details on mandatory address components.

8.1.1. Business/POI Address Research and Resources

Use official resources to confirm an address when a business or POI's official website does not provide a full address or if there is a conflict with the address in the result. These resources can include:

- Social media sites claimed by the business/POI and updated within the last 6 months
- Street imagery (any recent online imagery showing streets and buildings)
- Postal authorities (for postal codes and locality names)
- Government property registries

> If a business or POI has more than one official address for the same location, accept any of them as **Correct**.

If no official resources can be found, rate according to consensus from multiple reliable sources. Reliable resources include:

- Articles in primary publications (newspapers or similar publications that do their own reporting)
- Crowdsourced user review sites

When no official resources are available and address components are missing or clearly incorrect, check to see if those components are required in the market or region of the result and select the appropriate checkboxes under **Incorrect**. See your Country Specific guidelines for more information.

Some resources, like data aggregators, spammy directory sources, and so on, are unreliable, and consensus between unreliable resources should be disregarded.

- **Valid alternate street and locality names** When valid alternate names for streets or localities are used interchangeably, consider all versions **Correct.**
- **Valid alternate street addresses:** When valid alternate addresses are returned, consider all versions found on the official website or confirmed by official sources as **Correct**.

When the address listed by the official website or resources is in a different format than the one seen in the result, confirm if the address given is **Incorrect** or **Can’t Verify**. See Can't Verify for more information.

> If there is **any obvious error** in an official source, like a misspelled country or city name, and the error appears in the result, rate the erroneous component **Incorrect**.

8.1.2. Alternative Official Addresses

Some official addresses may contain a vanity street name or have no official street number. In rare cases they may even lack a complete street address. Refer to the official webpage as well as to common address formats in your country to determine the accuracy of each business or POI address.

8.1.2.1. Department Addresses

When the official webpage does not give a complete address with street number and name for a large entity (mall, university, etc.):

- Rate the result address **Correct** when it matches the address of any department or entity at the same location complex or campus.
- Rate the result address **Correct** when it lists the correct locality for the entity. If the exact locality is unclear because the entity borders multiple localities, rate **Can’t Verify**.
- The locality is always expected, even when no complete address is provided. If missing, rate **Incorrect** – Locality.
- Region and postal code must also appear in countries where they are mandatory components. See your Country Specific guidelines for more information.

Result Address	Official Address	Rating and Explanation	
Dartmouth College 10 N Main St, Hanover, NH 03755	**Dartmouth College** Hanover, NH 03755 USA	Address Accuracy	**Correct**
		Dartmouth College has no official street address listed on their website. The address in the result belongs to the Office of Admissions, which is part of the larger university, therefore the address is **Correct**.	
Dartmouth College Hanover, NH 03755		Address Accuracy	**Correct**
		The college lists only the locality as its official address and the result matches that address and is therefore **Correct** (even though it is missing a street number and name).	
Dartmouth College NH 03755		Address Accuracy	**Incorrect –** Locality
		A locality is expected in the address details for most POIs. Rate **Incorrect –** Locality when the locality is given by the official webpage but missing in the result.	

In addition to a street address, a store or department can have the name of the complex or campus that contains it and be rated **Correct**.

Result Address	Official Address	Rating and Explanation	
Stanford School of Law Stanford University, Stanford, CA 94305	559 Nathan Abbott Way, Stanford, CA 94305	Address Accuracy	**Correct**
		This result is a department within Stanford University. The address is **Correct** because the larger entity name and correct locality is listed as the address.	
The Cheesecake Factory Westfield Valley Fair, Santa Clara, CA 95050	3041 Stevens Creek Blvd Santa Clara, CA 95050	Address Accuracy	**Correct**
		This result is a business within Westfield Valley Fair shopping mall. The address is **Correct** because the larger entity name and correct locality are listed as the address.	

If the entity has an official address and the result address belongs another entity in the same complex or on the same campus, rate **Incorrect**.

Result Address	Official Address	Rating and Explanation	
Stanford School of Law 450 Serra Mall, Stanford, CA 94305	559 Nathan Abbott Way, Stanford, CA 94305	Address Accuracy	**Incorrect** – Street Number & Street Name
		The result address belongs to the larger entity (Stanford University). The department has an official address that is different from the university's address, so the result address is rated **Incorrect**.	
Stanford University 559 Nathan Abbott Way, Stanford, CA 94305	450 Serra Mall, Stanford, CA 94305	Address Accuracy	**Incorrect** – Street Number & Street Name
		The result address belongs to a smaller entity within the university (Stanford School of Law). The university has an official address that is different, so this address is rated **Incorrect**.	
The Cheesecake Factory 2855 Stevens Creek Blvd Santa Clara, CA 95050	3041 Stevens Creek Blvd Santa Clara, CA 95050	Address Accuracy	**Incorrect** – Street Number
		The result address belongs to the larger entity (Westfield Valley Fair mall) that contains the restaurant. The Cheesecake Factory's official website lists a different address, so the address **Incorrect**.	
Westfield Valley Fair 3041 Stevens Creek Blvd Santa Clara, CA 95050	2855 Stevens Creek Blvd Santa Clara, CA 95050	Address Accuracy	**Incorrect** – Street Number
		The result address belongs a business (The Cheesecake Factory) within the mall. the shopping mall has an official address that is different, so the address is rated **Incorrect**.	

8.1.2.2. Result Missing the Street Address

When both the result and the official webpage show identical but incomplete street addresses (missing street name, street number, or both) and the locality is correct, consider the address **Correct**.

Result Address	Official Address	Rating and Explanation	
Pilot Thomas Cardlock State Hwy 115 & Mustang Drive, Andrews, TX 79714	State Hwy 115 & Mustang Drive, Andrews, TX 79714	Address Accuracy	**Correct**
		This result is for a self-serve gas station for commercial vehicles. While we would normally expect a full address for this type of result, the official website lists only an intersection. The result listing matches the official website, so the result is rated **Correct**.	
Strand Central Park Kiosk 789 5th Ave Manhattan, NY 10065	E. 60th St & 5th Ave, Manhattan, NY 10065	Address Accuracy	**Can't Verify**
		This result is for a automated book kiosk. While we would normally expect a full address for this type of result, the official website lists only an intersection. The result listing is a full street address, so the result is rated **Can't Verify**.	

When the street address is missing from the result but the official webpage has a street address, consider the address **Incorrect**.

Result Address	Official Address	Rating and Explanation	
Pilot Thomas Cardlock Andrews, TX 79714	State Hwy 115 & Mustang Drive, Andrews, TX 79714	Address Accuracy	**Incorrect** – Street Name
		This result is for a self-serve gas station for commercial vehicles. The official website lists an intersection as the address. The result address is missing the two streets (State Hwy 115 & Mustang Dr). Mark the result **Incorrect** – Street Name.	
Stanford University Serra Mall, Stanford, CA 94305	450 Serra Mall, Stanford, CA 94305	Address Accuracy	**Incorrect** – Street Number
		The result address is missing the street number given on the official website, therefore the address accuracy is **Incorrect** – Street Number.	

8.1.2.3. P.O. Box, Mailing Addresses, and Management Offices

Addresses that point to a different location or building, such as management offices, P.O. Boxes, mailing addresses, or shared office spaces, are not valid and are rated **Incorrect** – Other Issue.

Result Address	Official Address	Rating and Explanation	
John F. Kennedy International Airport 4 World Trade Center, 150 Greenwich St., New York, NY 10007	4 World Trade Center, 150 Greenwich St., New York, NY 10007	Address Accuracy	**Incorrect** – Other Issue
		The address on the official airport site is for The Port Authority of NY & NJ corporate office, which is not the location of the actual airport. Even though the result address matches the address listed on the official site, it is a different location and does not refer to the location of the result POI.	

8.1.3. Businesses/POI with Moving Locations

Moving entities can either be on a fixed schedule or move at random. In some cases, entities appear to be moving because they are located in a truck or similar vehicle, but are actually permanently based at the same location.

Random location
The location of randomly moving entities cannot be predicted and should not be shown on the map. Rate such businesses as **Result is closed or does not exist.**

Fixed schedule
Some entities, such as food trucks, move on fixed schedules. Their stops and schedule are usually posted on their official webpage. The most accurate location for these entities is the address of their longest stay over a full cycle of the given schedule (i.e. if a business has a weekly cycle and stays in one spot for four days, that spot will be the only acceptable address for it). Mark any other address as **Incorrect** – Other Issue. In cases of a tie, consider any of those locations **Correct**.

Fixed location
Businesses that operate out of a truck or bus that is stationary are evaluated like a standard business. The vehicle does not need to be parked at the location after closing hours to be considered at a fixed location.

8.1.4. Events

Some events can be very prominent but happen only a few days a year, others are regularly recurring.

Regularly recurring (weekly/monthly)
Rate events like weekly farmer's markets like any other business.

Annual Events

Events that happen once a year, such as Burning Man or the Sziget Festival, only occur for a short time each year, but attract massive amounts of people and media attention. Users can be interested in these kinds of events outside the time they are held.

If the query and location intent are clear, assign an appropriate relevance rating, otherwise rate **Bad**. Treat seasonal stores (like Spirit Halloween store) and seasonally open POIs (like California's Great America theme park), the same way as annual events.

Depending on its location, an event may not have an official address. This kind of event should be treated like a landmark or natural feature.

Singular or Non-Established Events

Non-recurring events from the past don't carry any map significance and are rated **Business/POI closed or does not exist**, unless the location of the event became a POI (due to its historical importance) that carries the name of the event further.

8.2. Address Type Results

Address type results generally include:
- Street number, street name, postal code, locality and country (when outside of the test locale).

8.2.1. Address Result

An address usually includes a street number, street name, locality, postal code and state/region. It can be the same as the mailing address or other addresses provided by the official resources. Use the chapter Address Formats, below, as well as your local knowledge, to identify the necessary components and format.

- The address given has to be associated with a building or a plot of land officially assigned that address.
- P.O. boxes are not valid addresses in the map context. Rate such addresses as **Incorrect –** Other Issue.

If your research shows that the address does not exist, see Address Does Not Exist.

Address	Mandatory components	Explanation
13 Navarro Dr, Sunnyvale, CA 94087	Street Number, Street Name, Street Type, Locality, State, Postal code	Mandatory components may vary by country. Check your country specific guidelines for a complete list.
Museumplein 5, 1071DJ Amsterdam	Street Name, Street Type, Street Number, Postal code, Locality	

8.2.2. Address Formats

Various address formats are used in different countries. The sequence and presentation of the components is adapted to match the local needs. For example, the street number comes before the street name in the United States but after it in Germany. See your Country Specific Guidelines for more information.

It might be impossible to confirm an address on official resources when another format is used. Rate **Can't Verify** if the address points to the same location using an alternate format and there are no missing or incorrect components.

8.2.3. Street Result

Depending on the length of the street, different address components are expected.

Mandatory components may vary per country. See your Country Specific guidelines for a complete list.

- **Local roads:** Local roads that stay within a certain locality or county should carry the appropriate locality and state name.
- **Highways/Interstates:** Longer roads that travel between cities or even states don't require a locality or state component. If such components are present, they must be accurate.

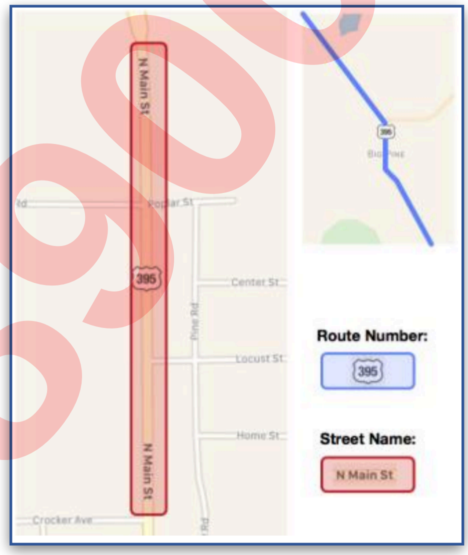
U.S. Route 395 covers almost the entire distance from Canada to Mexico. It passes through four states and connects countless towns, such as Big Pine, CA. Within that locality, it carries for a short distance the name N Main St. The two results have different expectations regarding components.

There are several forms that are appropriate for the result U.S. Route 395 because of its length:

- U.S. Route 395 or US 395
- U.S. Route 395, California
- US 395, Big Pine, California, United States

For the result N Main St, there is only one expected form because the road is short and stays within the locality:

- N Main St, Big Pine, CA United States



8.2.4. Locality Result

A locality result can be a city, village, municipality or neighborhood. In the U.S. the result usually includes the state it is part of.

Address	Mandatory components	Explanation
Sunnyvale, CA	Locality, State	Mandatory components may vary per country. Check your country specific guidelines for a complete list.
Amsterdam, Netherlands	Locality	

8.2.5. Postal Code Result

Postal codes are returned when the user query matches the specific numbers or letters.

Query	Address	Mandatory components	Explanation
[94087]	Sunnyvale, CA 94087	Locality, State, Postal code	Mandatory components may vary per country. Check your Country Specific guidelines for a complete list.
[1071 DJ]	Museumplein, 1071 DJ Amsterdam, Netherlands	Postal code, Locality	

8.2.6. State/Region/Territory Result

If the user makes the query from a country outside the state or region result, that result must be accompanied by the country name.

Address	Mandatory components	Explanation
California	State name	If the result is outside of the test locale, country name is a mandatory component.
North-Holland	Region name	
Puerto Rico	Territory name	

8.2.7. Country Result

The country is the highest administrative level and has no other address component.

Address	Mandatory components	Explanation
Netherlands	Country	The country is the highest administrative level and has no other address components.
Romania	Country	

8.3. Features Without an Expected Address

There are several kinds of features where no address is expected by the user. This could mean no street name or number or, in some cases, no address components of any kind, are expected to be shown. These types of results have a different rating criteria when it comes to Address Accuracy.

8.3.1. Natural Features

Natural features are specific landforms or ecosystems like rivers, mountains, jungles, and other geological features. They have names that can be rated, but typically do not have a street address, so natural feature results should be returned without any street address components. If a street address is present, it is considered **Incorrect** – Other Issue, even when pointing to a building that is associated with the feature (like a ranger station or visitor center).

- A locality may be an acceptable address if it is appropriate for the size of the feature, as it can help locate a small feature, like a hot spring, within the locality. For larger features, such as a mountain, a locality may not make sense and would be rated **Incorrect** – Other Issue.
- The state the feature is in can also be provided as the feature's address and rated **Correct**.
- If a postal code is included, it must be correct
- If a very large or expansive natural feature, like a river or mountain, spans more than one country, any one of these countries can be a **Correct** address. If no country at all appears, this is also **Correct**.

Parks and other protected areas are artificial boundaries created to help protect the natural feature. Those POIs are often named after the natural feature they contain. In cases where a feature can be considered a POI, such as Mount Rushmore or a state park beach, the official address can be returned. There might be other natural features within a park that reference the park name as part of their address details.

Treat landmasses like islands and continents as natural features with no expectation of a street address. If one is returned, rate it **Incorrect** – Other Issue.

Result Details	Official Address	Rating and Explanation
Wreck Beach Vancouver	No official address	The beach can be confirmed as located within Vancouver and is therefore rated **Correct**.
Wreck Beach NW Marine Dr, Vancouver	No official address	The result contains the name of a street that provides access to the beach. But the street is not expected and therefore rated **Incorrect** – Other Issue.
Wreck Beach W King Edward Ave, Vancouver	No official address	The result contains the name of a street that is nowhere near the beach. The street is not expected and therefore rated **Incorrect** – Other Issue.
Mendenhall Glacier Juneau, AK 99801	No official address	This glacier is located in the borough of Juneau. The postal code in the address is associated with that locality, therefore both components should be considered **Correct**.
Mendenhall Glacier 8510 Mendenhall Loop Rd, Juneau	No official address	The given address belongs to the overseeing Forest Office. The glacier should not have this address and is rated **Incorrect** – Other Issue.
Mount Rushmore 13000 HWY 244 #31-1, Keystone, SD	13000 Highway 244 Building 31, Suite 1 Keystone, SD 57751	Mount Rushmore is both a mountain and a monument within its own national park. The address given on the official National Parks Service website confirms the result address as **Correct**.

8.3.2. POIs Without an Expected Address

POIs without an expected address differ from regular POIs and businesses in that the user would not expect a street name and number to be shown.

These types of POIs include, but are not limited to:

- Parks (Golf courses and theme parks not included)
- Monuments
- National Landmarks
- Park-like heritage sites
- Bridges
- Squares
- Parking lots
- Transit POIs - these can include airports (including airport terminals), ferry ports, subways, bike share stations, train and bus stops

The rating criteria described in the sections below apply to all features without an expected address.

See Official Address Present if this kind of POI has an official address

8.3.2.1. Minimum Address Component

Whether there is an official street address or not, POIs without an expected address do not need to show it. The locality must be returned whenever a POI is small enough to fit entirely within it. A POI that covers an area overlapping several localities does not require a locality component.

See your Country Specific guidelines for more information on mandatory address components.

Result	Official Address	Rating and Explanation	
Quincy Station Chicago, IL	220 S. Wells St, Chicago, IL 60606	Address Accuracy	**Correct**
		This is a transit POI so no street address is expected. The result address is just the locality. The POI is physically located within the given locality and it matches the one listed within the official address.	

Result	Official Address	Rating and Explanation	
Stonehenge Amesbury, Salisbury	None	Address Accuracy	**Correct**
		This is a heritage site so no street address is expected. The result address is just the locality. There is no official street address but since the POI is physically located only within given locality it can be considered correct.	
Tongariro National Park New Zealand	None	Address Accuracy	**Correct**
		This is a park and heritage site POI so no street address is expected. No locality is listed for this result. Since this POI covers an area that overlaps several localities no locality component is required.	
Founders Park Virginia	351 N Union St, Alexandria, VA 22314	Address Accuracy	**Incorrect** – Locality
		This is a park POI so no street address is expected. No locality is listed for this result. Since this park fits into only one locality, Alexandria, the missing locality component must be considered incorrect.	

8.3.2.2. Official Address Present

Official address is a full street address:

Some of these features have an official street address listed on their website or found on other official sources, but users wouldn't necessarily expect the address to be shown. Since a full address is not expected, the result does not need to contain a full address even if there is one found via official sources. Do not automatically consider any missing street address components as incorrect.

Full Address: When the result contains a full address it should be rated **Correct** if:
- The result and official addresses are identical

Street: When the result address is just a street it should be rated **Correct** if:
- The result address street is the same as the street within the official address

Consider the following examples for Embarcadero Station in San Francisco:

Result	Official Address	Rating and Explanation	
Embarcadero Station 298 Market St, San Francisco, CA 94111		Address Accuracy	**Correct**
		The result has a full address that is the same as the address listed on the official website.	

Result	Official Address	Rating and Explanation	
Embarcadero Station Market St, San Francisco, CA	298 Market St, San Francisco, CA 94111	Address Accuracy	**Correct**
		The result address is just a street. Since the street matches the street listed within the official address it should be considered correct.	
Embarcadero Station 388 Market St, San Francisco, CA 94111		Address Accuracy	**Incorrect** – Street Number
		The result has a full address. The street number does not match the number listed within the official address and should be considered incorrect.	
Embarcadero Station Davis St, San Francisco, CA		Address Accuracy	**Incorrect** – Street Name
		The result address is just a street. The street is not the same as the street listed within the official address and should be considered incorrect.	
Embarcadero Station		Address Accuracy	**Incorrect** – Locality
		The result has no address details at all. Locality is the minimum component required for this kind of result and should be rated **Incorrect** – Locality if missing.	

Official address is a partial street address

When the result address is more specific than the official address it can be rated as **Can’t Verify** or **Incorrect,** unless another official source can be found to confirm the returned address.

Full Address: When the result contains a full address it should be rated **Can’t Verify** if all of the following apply:

- It does not belong to another POI/entity
- The street within the result address matches the street listed as the official address

If the full address belongs to another building not associated with the POI it should be rated **Incorrect**.

Consider St Nicholas’ Church in Berlin, Germany:

<table>
<tr><th>Result</th><th>Official Address</th><th colspan="2">Rating and Explanation</th></tr>
<tr><td rowspan="2">St. Nicholas’ Church
Nikolaikirchplatz 3,
10178 Berlin,
Germany</td><td rowspan="6">Nikolaikirchplatz
10178 Berlin,
Germany</td><td>Address Accuracy</td><td>Can’t Verify</td></tr>
<tr><td colspan="2">The result POI is a landmark church and museum. The result has a full address. The street number is not associated with any other POI or entity and the street within the address matches the official street address.</td></tr>
<tr><td rowspan="2">St. Nicholas’ Church
Nikolaikirchplatz 5,
10178 Berlin,
Germany</td><td>Address Accuracy</td><td>Incorrect – Street Number</td></tr>
<tr><td colspan="2">The result has a full address. The street number belongs to a building not associated with the POI and should be considered incorrect. The street within the address matches the official street address.</td></tr>
<tr><td rowspan="2">St. Nicholas’ Church
Poststraße 1,
10178 Berlin,
Germany</td><td>Address Accuracy</td><td>Incorrect – Street Number, Street Name</td></tr>
<tr><td colspan="2">The result has a full address. The street name does not match the official street name, so both address components should be considered incorrect.</td></tr>
</table>

8.3.2.3. No Official Address

If no official street address is found, the result street address can be rated as **Can’t Verify** or **Incorrect** unless another official source, like street imagery, can be found to confirm the returned address. When there is no official address the returned street address cannot be confirmed and therefore cannot be considered correct. (Please see your Country-Specific guideline for more details.)

Full Address: If the full address belongs to another building not associated with the POI (even if they are on the same street) it should be rated **Incorrect**. When the result contains a full address it should be rated **Can’t Verify** if all of the following apply:

- It belongs to a building associated with the intended POI/entity
- The street provides access to the intended POI

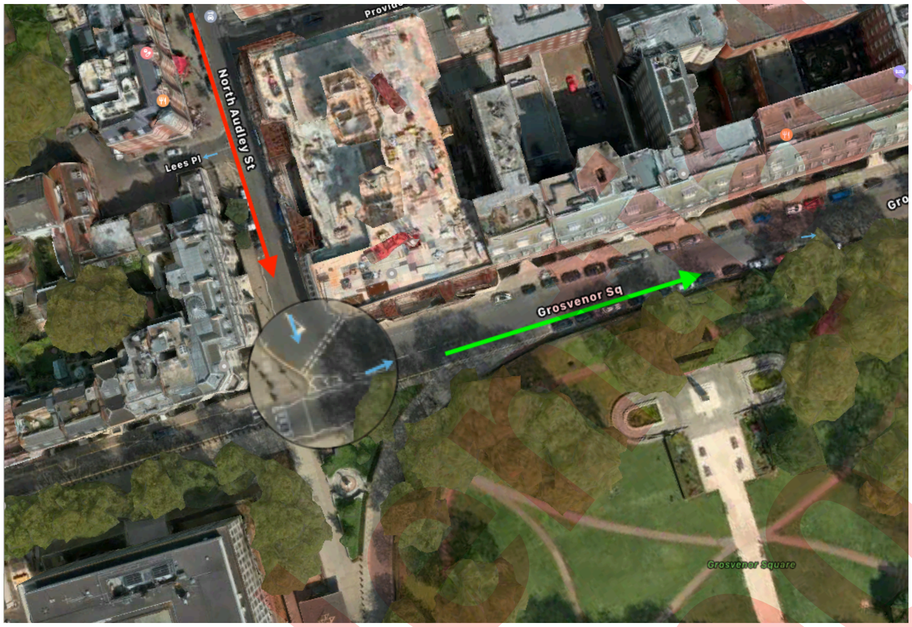
Street: When the result address is just a street it should be rated **Can’t Verify** if:
- The street provides access to the intended POI

Determining Access:

A person must be able to reach the POI directly from the given street by walking or driving. This includes:
- Streets providing access by following the boundaries of the feature or leading into it.
- T-intersections:
  - A street ending at an intersection does not provide access to the feature on the other side of it.

Confidential
2558006

  - A street provides access to a feature when it continues through the feature (even as a different road type with or without a different name) as long as it keeps its original name on the other side of the feature, and by doing so provides physical access.
- Ignore access restrictions when considering whether a street provides access or not.



Result	Rating and Explanation	
Grosvenor Square Garden Grosvenor Square, London	Address Accuracy	**Can't Verify**
	The result address is the street in front of the result POI. Like the example illustrated above, this street provides direct access to the result POI.	
Grosvenor Square Garden N Audley St. London	Address Accuracy	**Incorrect** – Street Name
	The street ends in a T-intersection with the park on the other side. The street does not continue on the other side as it becomes S Audley St. and is therefore rated **Incorrect**.	
Charles de Gaulle Airport Rue A. Parreux, Mauregard	Address Accuracy	**Incorrect** – Street Name
	The result address is just a street. The street does not provide direct access to the result POI and should be considered **Incorrect**.	

Result	Rating and Explanation	
Charles de Gaulle Airport 4 Rue de la Fossette, Mauregard	Address Accuracy	**Incorrect** – Street Number
	The result has a full address. The street provides direct access however, the street number belongs to a building not associated with the result POI and should be considered **Incorrect**.	
Charles de Gaulle Airport 64 Rue de Claye, Mauregard	Address Accuracy	**Incorrect** – Street Number, Street Name
	The result has a full address. The street does not provide direct access to the suggestion POI and the street number is associated with another entity. Both address components should be considered **Incorrect**.	
Zurich Airport	Address Accuracy	**Incorrect** – Locality
	Since the airport is associated with a distinct locality "Kloten" it requires at least a locality name and is rated **Incorrect** – Locality if this is missing.	

9. Pin Accuracy

For each result returned, you will find a pin on the map. Rate the accuracy of each pin's placement using this scale:

- **Perfect**
- **Approximate**
- **Next Door**
- **Wrong**
- **Can't Verify**

The pin should be a reflection of the result: The location represented by the pin should reflect the result. Pin ratings should be evaluated individually and not influenced by address or other data. A pin can be correct when other rating components are rated wrong.

9.1. General Considerations

The following chapters will provide more detail on how to evaluate pin placement based on the feature presented. They describe issues to consider when evaluating the pin.

9.1.1. Pin Resources

Rate pin placement according to consensus from multiple reliable online resources. These resources should include both aerial and street-level views whenever possible. Reliable resources include:

- Reliable online map resources, including vector and hybrid views
  - Hybrid views may provide additional points of reference including the locations of streets
- Street imagery

    - Accurate street-level imagery can also be found on claimed social media sites, crowdsourced user review sites, and articles in primary publications (newspapers or similar publications that do their own reporting)
- Official venue maps and directories, which can contain information not available in street imagery
- Government property registries

Note: After consulting these research resources, always verify pin placement using the layers provided in the TryRating tool. This means that even if you have gathered coordinates elsewhere, you must rate pin placement based on what you can actually see in the TryRating layers.

Leave comments including coordinates and links to resources if the pin rating was difficult to determine or if you could not verify the pin's placement.

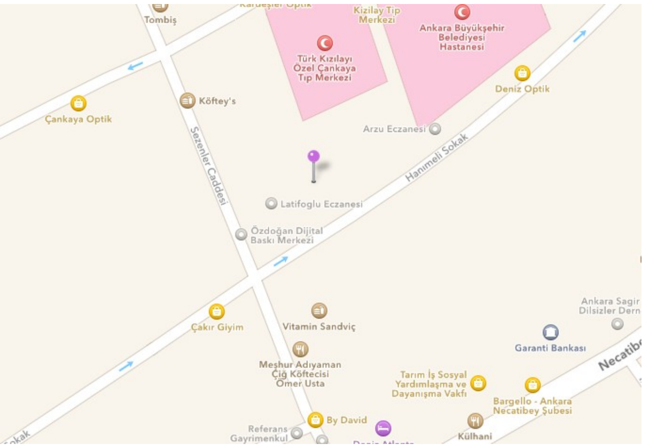
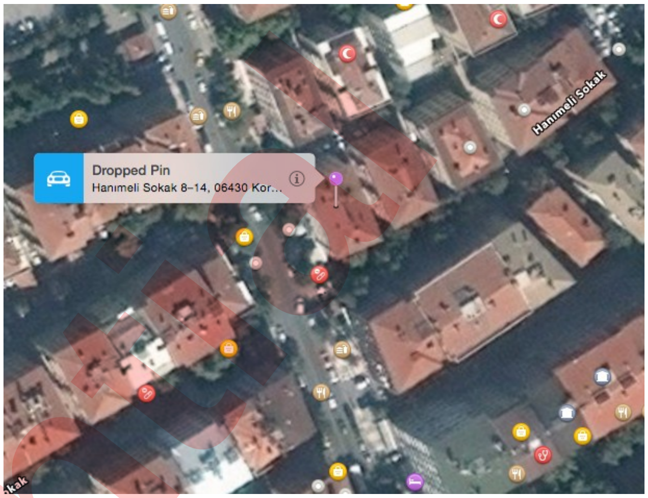
9.1.2. Satellite Imagery vs. Vector Map

When there is a difference between where the pin drops in satellite imagery and the vector map, always use the map layer in the TryRating tool that is more generous towards the pin. For example, if the pin drops on the rooftop in satellite imagery, but in the parking lot in vector map, rate using satellite imagery because a pin on a rooftop will get a better rating than a pin placed in a parking lot. Even if there is a major shift between satellite imagery and the vector map in a larger area, such as a complete city or region, rate according to the most generous layer.

Note: When deciding between the generosity of the vector and satellite views for pin rating, use only the vector/satellite views provided in the TryRating tool.

In cases where the vector map is more generous toward towards the pin but does not show any building contours, use satellite imagery as a reference to locate buildings on the vector map to allow for rooftop ratings. If satellite imagery is unavailable, use your best judgment to determine the correct location of the pin.

In the screenshot below, the vector map does not provide any contours, so it is difficult to determine where each building is. Satellite imagery should be used instead.

Vector Image	Satellite Image
	

Tombiş
Kızılay Tıp Merkezi
Ankara Büyükşehir Belediyesi Hastanesi
Türk Kızılayı Özel Çankaya Tıp Merkezi
Köftey's
Çankaya Optik
Deniz Optik
Arzu Eczanesi
Hanımeli Sokak
Serenler Caddesi
Latifoglu Eczanesi
Özdoğan Dijital Baskı Merkezi
Çakır Giyim
Vitamin Sandviç
Ankara Sagir Dilsizler Dern
Garanti Bankası
Meşhur Adıyaman Çiğ Köftecisi Ömer Usta
Tarım İş Sosyal Yardımlaşma ve Dayanışma Vakfı
Bargello - Ankara Necatibey Şubesi
Necatib
Referans Gayrimenkul
By David
Külhani
Hanımeli Sokak
Dropped Pin
Hanımeli Sokak 8–14, 06430 Kor...

9.1.3. Boundaries of the Feature

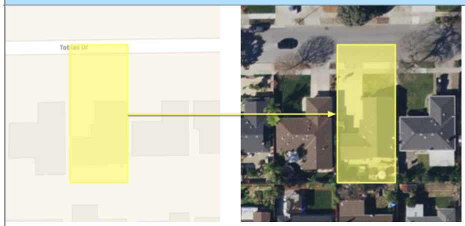
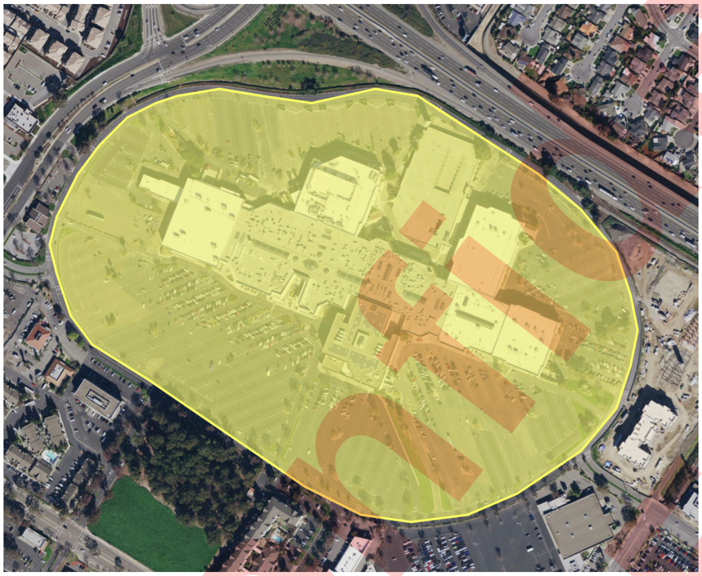
To rate a pin for a feature, you must first understand where the feature begins and ends. Some features have rooftops (houses, businesses, malls, and so on) and sit on a parcel of land that belongs to or is associated with them. Other features do not have rooftops (mountains, parks, waterfalls), but there is still a place where they begin and where they end.

A boundary is a real or imaginary line that separates one feature, or the parcel it sits on, from another. The boundaries of a feature always include half of the road when a road is present (see the Half 'n Half rule below).

Boundaries can include:

- Fences
- Walls
- Garden plants and bushes
- Bodies of water (lakes, rivers, oceans)
- Other dividers
- Property boundaries confirmed by official sources

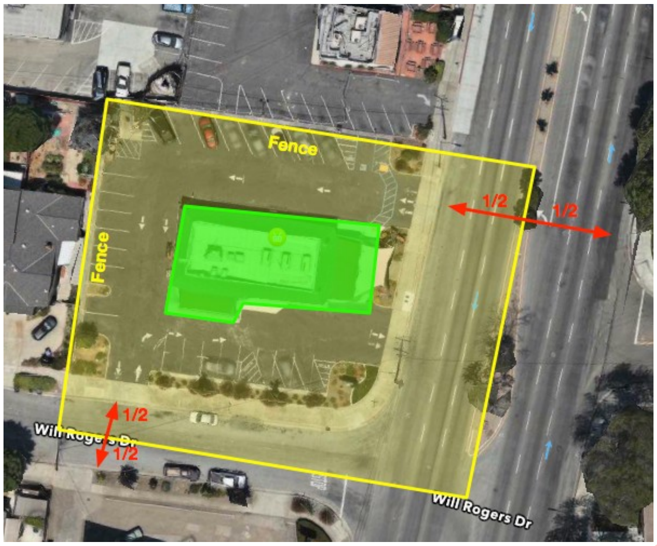
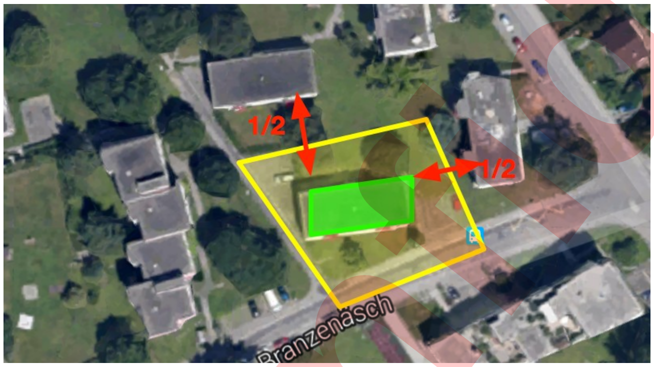
If there is no divider, draw an imaginary 90-degree line to the road or use the Half 'n Half rule below.

Example	Explanation
EXAMPLE TYPE: SINGLE RESIDENTIAL PROPERTY	
1556 Tobias Dr **San Jose, CA 95118**	
	The property boundary is defined by half of the road on one side and physical dividers like brick, concrete, and wooden fences on the others.
EXAMPLE TYPE: SHOPPING CENTER	
2086 NewPark Mall **Newark, CA 94560**	
	The property boundary is defined by the roads surrounding the shared parking lot.

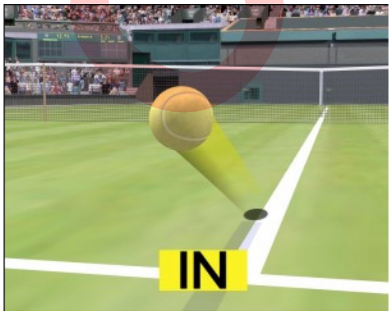
Confidential
2558900

9.1.3.1. Half 'n Half and Tennis Rules

In dense areas it may be difficult to find boundaries between parcels. In these cases, divide the space between the street or next building in half to create a boundary. Use this "Half 'n Half" rule to determine the **Approximate** pin location.

<table>
<tr><th>Example</th><th>Explanation</th></tr>
<tr><td colspan="2">EXAMPLE TYPE: HALF ʼN HALF TO STREET</td></tr>
<tr><td> </td><td>Extend the feature boundaries to the middle of the road(s). The example shows how Will Rogers Dr and Saratoga Ave is divided in half to define the outer limits.</td></tr>
<tr><td colspan="2">EXAMPLE TYPE: HALF ʼN HALF TO NEXT BUILDING</td></tr>
<tr><td> </td><td>The space between two buildings can be divided in half to create a boundary for an Approximate pin placement.</td></tr>
</table>

Use natural boundaries as much as possible to draw the line between a **Perfect**, **Approximate**, **Next Door**, and **Wrong** pin locations.



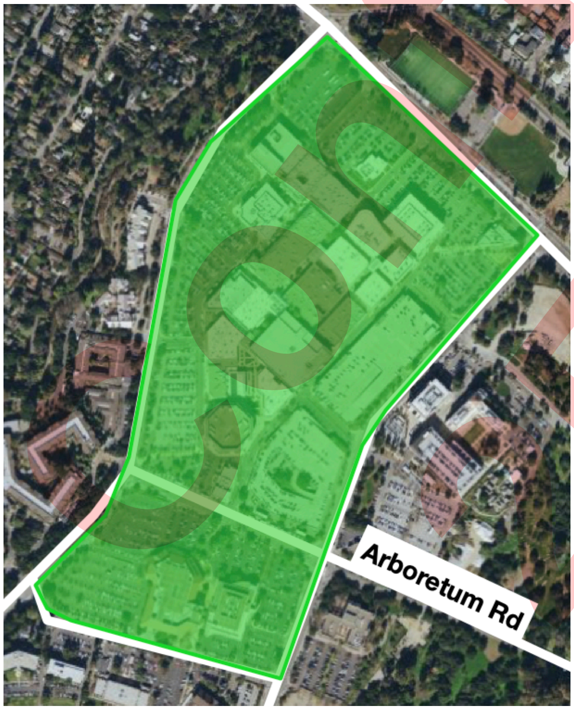
To address close calls, apply the **Tennis Rule**:

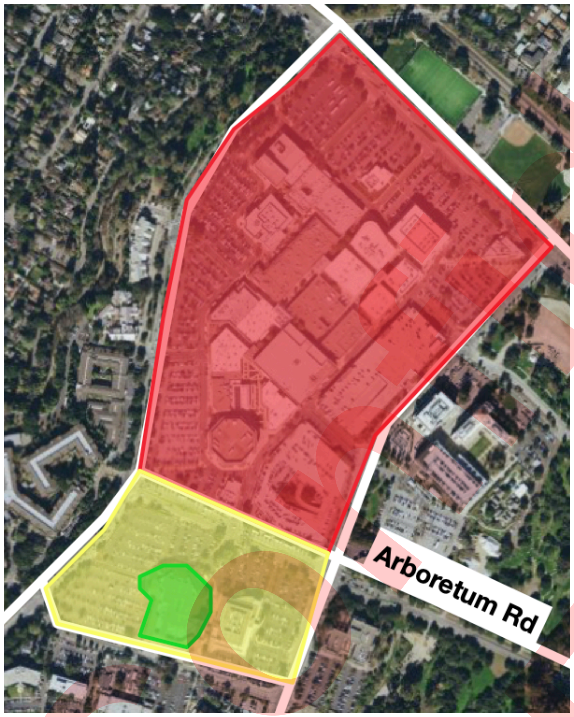
•If the tip of the pin is still touching the line, the pin is considered inside the boundary.
•If the tip of the pin points outside, it is outside of the boundary.

9.1.3.2. Boundaries in Shared Spaces

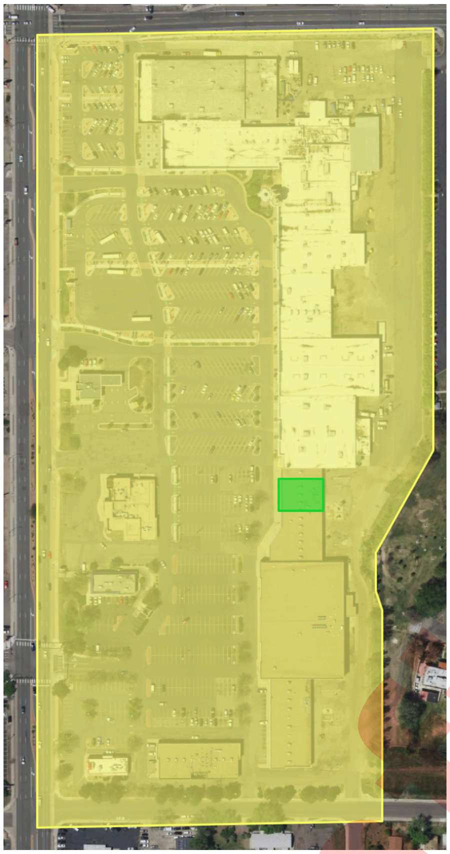
When a feature shares a parcel or parking lot with other entities and the same space is used to access many entities, it can be difficult to determine a feature's boundaries. In cases like this:

- Use the guidance provided in Boundaries of the Feature
- If the shared parcel contains any through roads, apply the Half 'n Half rule to them:
  - Through roads are part of the public road network that can be used to go to places other than the specific parcel
  - The Half n' Half Rule may also be applied to the parcel's **internal access roads** if they meet **all three** of these conditions:
    - They must continue all the way through the parcel **and**
    - They must have an exit and entrance to public roads at both ends **and**
    - They must be continuously and clearly separated from the shared parking areas by curbs, barriers, road markings, do not cross lines, or similar features

Example	Explanation
EXAMPLE TYPE: BOUNDARIES OF AN ENTIRE CAMPUS	
Stanford Shopping Center	
	This is the Stanford Shopping Center, a campus containing multiple buildings and POIs. When this shopping center is the result, the entire parcel is **Perfect**. This includes all buildings, parking lots, and parking structures on both the north and south sections of the mall on either of side Arboretum Rd, the public road that cuts through the parcel.

Example	Explanation
EXAMPLE TYPE: BOUNDARIES OF A POI IN A SHARED SPACE WITH THROUGH ROADS	
Nordstrom @ Stanford Shopping Center	
	The Nordstrom department store is located in the south section of the shopping center’s parcel. When Nordstrom (shown in green) is the result, only the south part of the mall up to 1/2 of Arboretum Road is rated **Approximate** (shown in yellow). This is because Arboretum Road is a public road that can be used to access places outside the parcel. The north side of the parcel (shown in red) is rated **Wrong** since the public road acts as boundary to Nordstrom’s **Approximate** area.

Confidential
253900

Example	Explanation
EXAMPLE TYPE: BOUNDARIES OF A POI IN A SHARED SPACE WITH NO THROUGH ROADS	
Pho 2 Love **6593 W Colfax Ave** **Lakewood, CO 80214**	
	Pho 2 Love is a Vietnamese restaurant in a strip mall with shared parking that has no public or internal access roads passing through it. The entire shared parcel is rated **Approximate** (yellow area) and only the section of the rooftop over the restaurant is rated **Perfect** (green area). This is because the exact location of the business can be confirmed with street imagery or other strong evidence.

9.1.4. Next Door

A pin is considered **Next Door** if it drops on the immediate property next to the intended one. A **Next Door** pin must be:

- On the same street as the intended property
    - The **Next Door** property must share the same street name as the intended property
- On the same side of the street as the intended property
- The first property to any side of the intended property
- On the same block as the intended property

"Immediate property" refers to the boundaries of the property as a whole, even if there is no rooftop. Determine the boundaries as explained in Boundaries of the Feature.

No Next Door for Shared Spaces

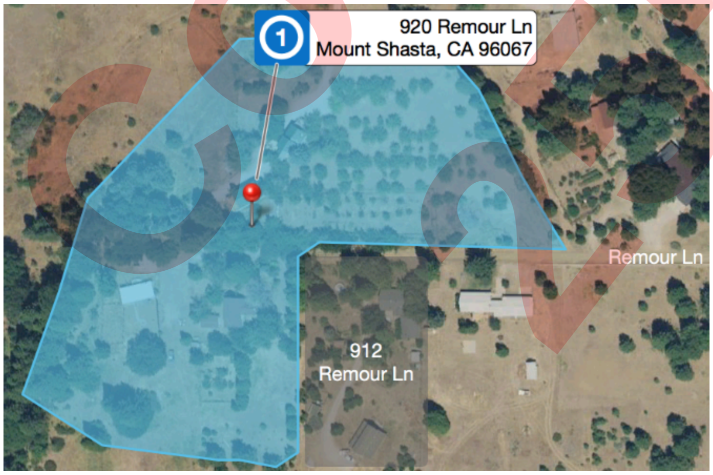
A feature **cannot** be **Next Door** to another feature within the same property boundaries. This means that two buildings in the same shared parking lot or parcel can never be rated as **Next Door** to one another.

There will also be no **Next Door** ratings made outside the parcel or shared space. Any pin falling outside of the **Approximate** area will be marked **Wrong**.

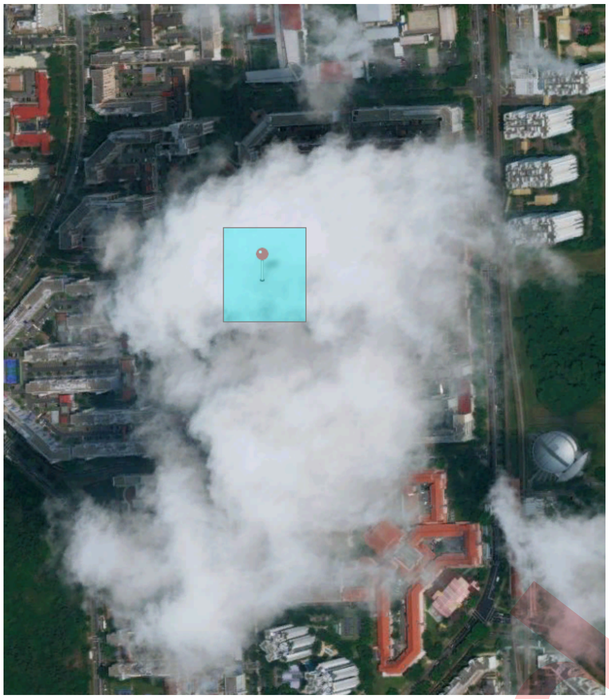
9.1.5. Can’t Verify (Smallest Identified Area)

When a specific rooftop or boundary cannot be identified, **Perfect** cannot be given. In these cases, **Can’t Verify** can be used if the pin is within the smallest area that can be identified as a potentially correct location. A pin outside of this area is considered **Wrong**.

The **Can’t Verify** rating will also be used when an address is rated **Incorrect** (Address does not exist).

Example	Explanation
920 Remour Ln **Mount Shasta, CA 96067**	
 1 920 Remour Ln Mount Shasta, CA 96067 Remour Ln 912 Remour Ln	There is no street imagery in the area, so the exact location of 920 Remour Ln cannot be determined, though its existence is confirmed by the postal service. Remour Ln is a dead-end street, and satellite imagery allows us to confirm the location of the the last properties on the street. The last building number that can be confirmed is 912. We can now create a perimeter within which the pin should be dropped (teal area). **Can’t Verify** -> All pins dropped within the teal area **Wrong** -> All pins dropped outside the teal area

Confidential
258900

Example	Explanation
350 352 Bukit Batok Street 34 Singapore, 650352	
	There is satellite imagery for this area, but clouds cover the the exact location of the address. Using evidence from other reliable resources, a perimeter for where the pin should be dropped can be established (teal area). **Can’t Verify** -> All pins dropped within the teal area **Wrong** -> All pins dropped outside the teal area

9.2. Single Rooftop

Rating	Explanation
Perfect	Pin falls on the rooftop of the intended property.
Approximate	Pin falls within the boundaries of the property, including on any rooftop that’s not the intended one.
Next Door	Pin falls on the next door property.
Wrong	Pin falls outside of the property boundaries or next door property. Any pin falling outside of the **Approximate** area in a shared space will be rated **Wrong**.
Can't Verify	See Can’t Verify

Best Available Evidence

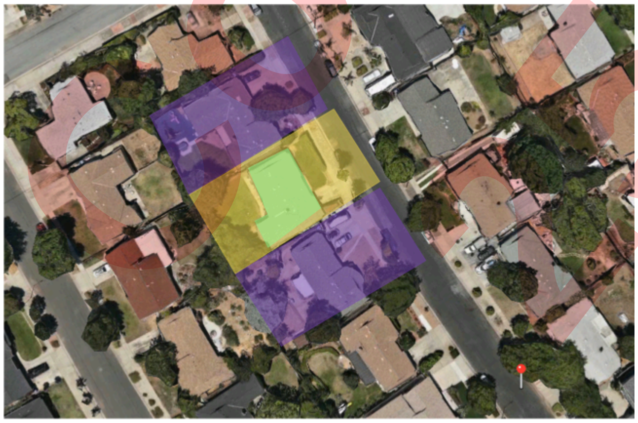
Pin rating for most features found under rooftops is based on the best available evidence for that feature's location. That is, the more evidence that can be found to verify a feature's location, the more precise the pin's location must be in order to be rated **Perfect**. (This is true whether or not the feature's address includes a unit number because the goal is to find the location of the feature.)

If street imagery or other strong evidence can be found to confirm a feature's specific location under a shared rooftop, only that location will be considered **Perfect**.

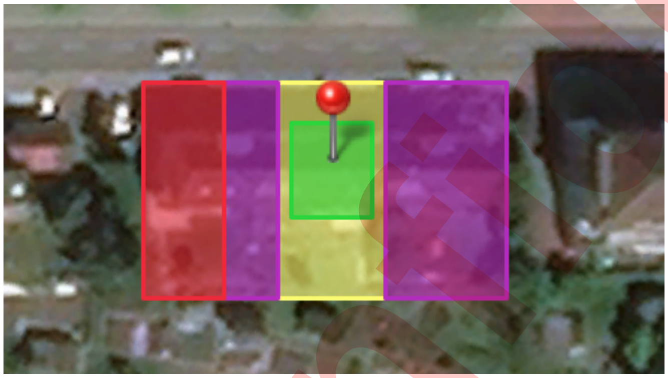
If a shared rooftop can be identified but there's no strong evidence to confirm the feature's specific location under it, the entire rooftop will be considered **Perfect**.

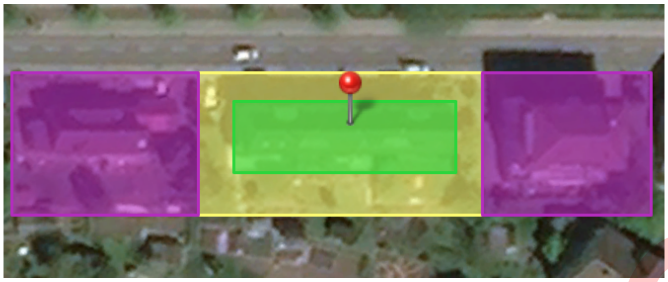
If several rooftops share an address and there's no strong evidence to confirm which rooftop the feature is under, all rooftops will be considered **Can't Verify**.

Note: This general pin rating rule does not apply to transit POIs, which have their own pin rating rules.

Example	Explanation
EXAMPLE TYPE: INDIVIDUAL HOME	
5507 Dent Ave **San Jose, CA 95118**	
	**Perfect** -> The pin is on the rooftop specified in the query address (green area) **Approximate** -> The pin is within the boundaries of the feature (yellow area) **Next Door** -> The pin is on the immediate property next to the intended feature (purple area) **Wrong** -> The pin falls outside of the property boundaries or **Next Door** property (everything else) **Can't Verify** -> See Can't Verify section

Confidential
058900

Example	Explanation
EXAMPLE TYPE: MULTIPLE STREET NUMBERS UNDER ONE ROOFTOP WITHOUT SHARED PARKING	
Breitensteinstrasse 77, 8037 Zurich	
Available resources can have a big impact on rating when a pin is dropped on a rooftop with multiple street numbers under it. This result is a residential townhouse without shared parking. Note that the same rating principles apply to buildings with patchwork rooftops.	
With evidence 	Using street imagery or other strong evidence, four entrances for the street numbers can be identified: 75, 77, 79 and 81. Once the rooftop area where the pin should be dropped is determined, draw imaginary lines to delimitate that area. A pin dropped within that area will be rated **Perfect**. A pin dropped within the property boundaries of the perfect rooftop will be rated **Approximate**. The rest of the connected rooftop with the appropriate property boundaries will be rated **Next Door** (purple area) or **Wrong** (red area) if the corresponding rooftop portion is farther than the **Next Door** property. **Perfect** -> The pin is on correct portion of the rooftop (green area) **Approximate** -> The pin is within the boundaries of the feature (yellow area) **Next Door** -> The pin is on the immediate property next to the intended feature (purple area) **Wrong** -> The pin falls outside of the property boundaries or Next Door property. (everything else) **Can’t Verify** -> See Can’t Verify

Example	Explanation
Without evidence 	Without street imagery or other strong evidence, research may indicate that the address range under the rooftop is 75 to 81, but the locations where the middle numbers 77 and 79 start and end cannot be determined. In this case, a pin falling anywhere on the correct rooftop will be rated as **Perfect**, even if the precise location on the rooftop for #77 cannot be determined. A pin falling within the property boundaries will be considered **Approximate** and the buildings to the right and to the left will be considered **Next Door**. **Perfect** -> The pin is on the rooftop (green area) **Approximate** -> The pin is within the boundaries of the feature (yellow area) **Next Door** -> The pin is on the immediate property next to the intended feature (purple area) **Wrong** -> The pin falls outside of the property boundaries or **Next Door** property (everything else) **Can't Verify** -> See Can't Verify

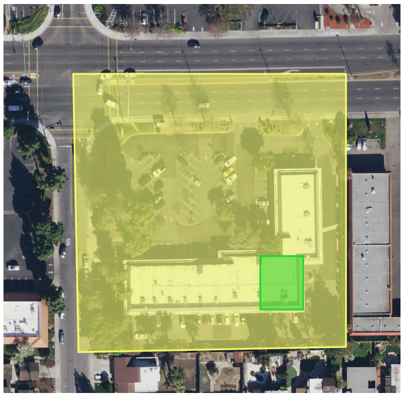
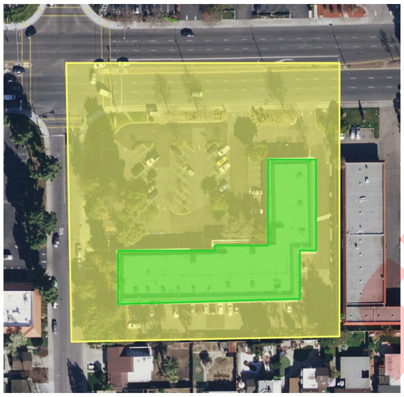
EXAMPLE TYPE: ONE BUILDING WITH MULTIPLE STREET NUMBERS IN A SHARED PARKING LOT

Supercuts
1054 E El Camino Real
Sunnyvale, CA 94087

The result is a business (or an address) under a connected rooftop with multiple street numbers under it. This result shares a parking lot with other features.

Note: If there are any other buildings within the shared parking lot that are not connected to the **Perfect** location, they will also be rated **Approximate**.

This guidance also applies to residential buildings with shared rooftops, like townhouses.

Example	Explanation
With evidence 	With street imagery or other strong evidence, the exact location of the business (or address) can be confirmed. Draw imaginary lines on that part of the shared rooftop to create the area for **Perfect**. The rest of the connected rooftop and the shared parking lot are rated **Approximate**. **Remember:** Make no **Next Door** ratings outside the parcel or shared space. Any pin falling outside of the **Approximate** area in a shared space will be rated **Wrong**.
Without evidence 	Without street imagery or other strong evidence, only the location of the entire rooftop under which the business (or address) is located can be determined. The business' exact location under the rooftop cannot be determined. In this situation, the whole rooftop becomes **Perfect.** The shared parking lot will be **Approximate.**

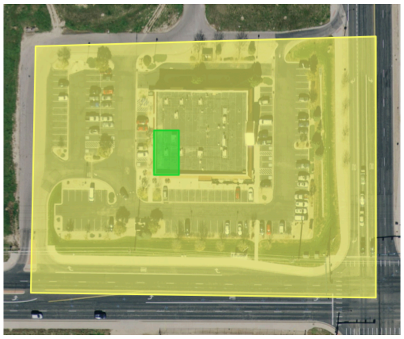
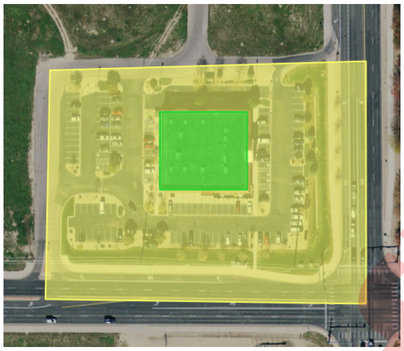
EXAMPLE TYPE: ONE BUILDING WITH A SINGLE STREET NUMBER AND MULTIPLE UNIT NUMBERS IN A SHARED PARKING LOT

Subway
1923 59th Ave #155
Greeley, CO 80634

The result is a business (or an address) under a rooftop that has a single street number, multiple unit numbers, and shares a parking lot with other features. It will be rated exactly the same way as a result whose address does not include a unit number. Whether a result contains a unit number or not, the goal is to use the best available evidence to find the result's location.

Note: If there are any other buildings within the shared parking lot that are not connected to the **Perfect** location, they will also be rated **Approximate**.

This guidance also applies to residential buildings with shared rooftops, like townhouses.

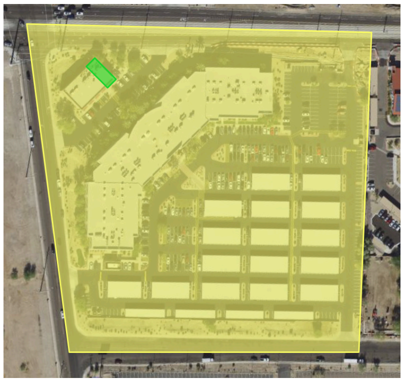
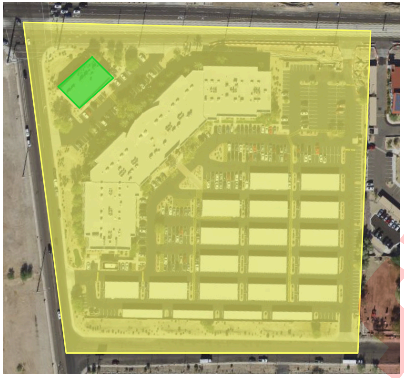
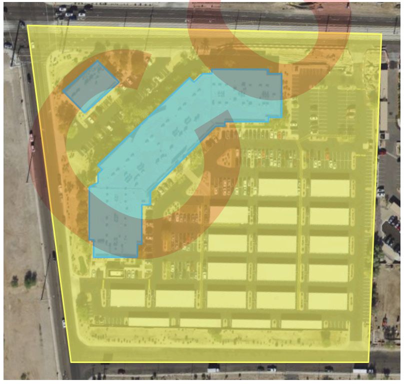
Example	Explanation
With evidence 	With street imagery or other strong evidence, the exact location of the business (or address) can be confirmed. Draw imaginary lines on that part of the shared rooftop to create the area for **Perfect**. The rest of the connected rooftop and the shared parking lot are rated **Approximate**.
Without evidence 	Without street imagery or other strong evidence, only the location of the entire rooftop under which the business (or address) is located can be determined. The business' exact location under the rooftop cannot be determined. In this situation, the whole rooftop becomes **Perfect.** The shared parking lot will be **Approximate.**

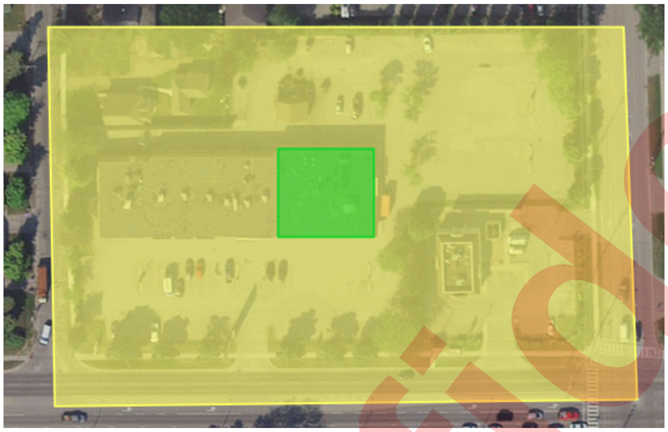
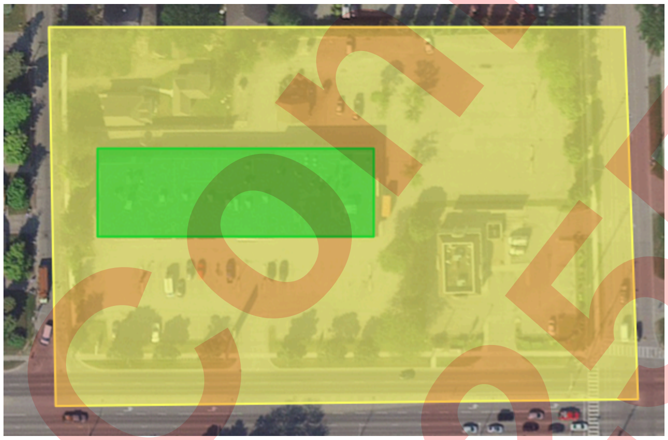
EXAMPLE TYPE: MULTIPLE ROOFTOPS WITH THE SAME STREET NUMBER AND MULTIPLE UNIT NUMBERS

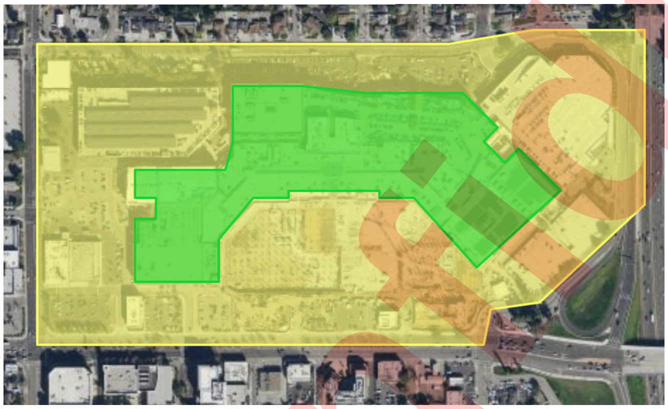
Samurai Sam's
4801 Washington St, Suite 5
Phoenix, AZ 85034

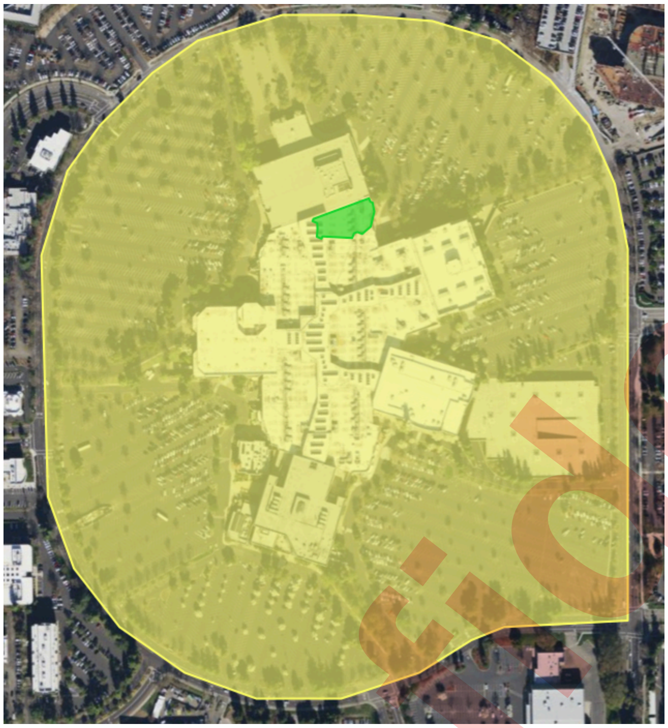
The result is a business (or an address) under a rooftop that's one of several rooftops sharing a single street number and containing multiple unit numbers. All the buildings share a parking lot. (The small rectangles on the bottom right are solar parking covers, not buildings.)

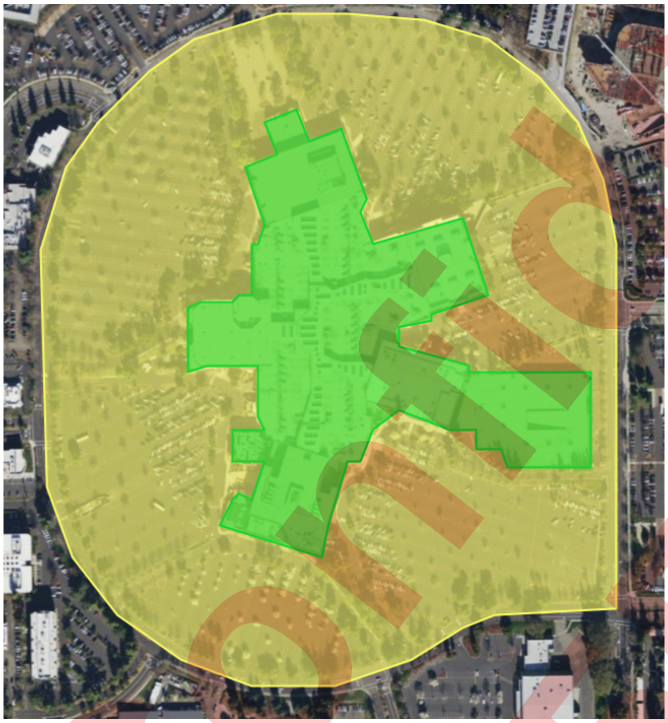
This guidance also applies to residential buildings with shared rooftops, like townhouses.

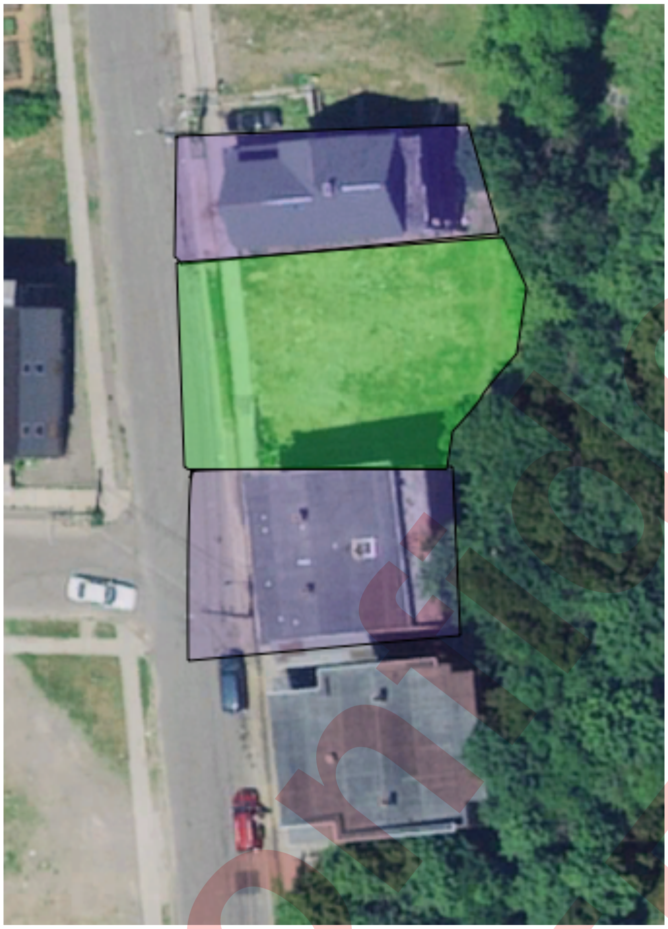
Example	Explanation
With evidence for rooftop and unit locations 	With street imagery or other strong evidence for the location of the rooftop and the unit under it, the exact location of the business (or address) can be confirmed. Draw imaginary lines on that part of the shared rooftop to create the area for **Perfect**. The rest of the connected rooftop and the shared parking lot are rated **Approximate**. **Note:** If there are any other buildings within the shared parking lot that are not connected to the **Perfect** location, they will also be rated **Approximate**.
With evidence for rooftop location only 	When there is street imagery or other strong evidence for the location of the specific rooftop at the address where the unit is, but no evidence for the location of the unit under it, only the location of the entire rooftop can be confirmed. In cases like this, the entire rooftop will be **Perfect.** The shared parking lot will be **Approximate.** **Note:** If there are any other buildings within the shared parking lot that are not connected to the **Perfect** location, they will also be rated **Approximate**.
Without evidence for rooftop or unit locations, but with evidence for parcel 	When there is no strong evidence for the location of the rooftop or the specific unit under it, but there is evidence for the location of the parcel, all rooftops within the parcel will be rated **Can't Verify** and the parcel will be rated **Approximate.**

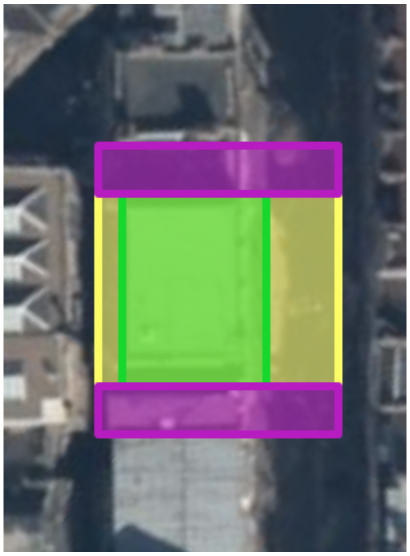
Example	Explanation
EXAMPLE TYPE: ONE BUILDING WITH SINGLE STREET NUMBER AND MULTIPLE BUSINESSES UNDER THE ROOFTOP	
Swiss Chalet **1141 Highbury Ave** **London, Ontario, Canada, N5Y 1A5**	
The result is a business under a single rooftop that has one street number and contains multiple business. A Swiss Chalet, Globally Local, Fast Photo and other businesses all share this address.	
With evidence 	With street imagery or other strong evidence, the exact location of the result under the shared rooftop can be confirmed. Draw imaginary lines on that part of the shared rooftop to create the area for **Perfect**. The rest of the connected rooftop and parcel, including all other rooftops that are not the intended one, on the parcel, are rated **Approximate**.
Without evidence 	Without street imagery or other strong evidence, only the location of the entire rooftop under which the business is located can be determined. The business' exact location under the rooftop cannot be determined. In this situation, the whole rooftop becomes **Perfect.** The parcel will be **Approximate.**
EXAMPLE TYPE: SHOPPING MALL WITH A SINGLE ROOFTOP	
Westfield Valley Fair **2855 Stevens Creek Blvd** **Santa Clara, CA 95050**	
This large shopping mall contains many stores under one rooftop at the same address.	

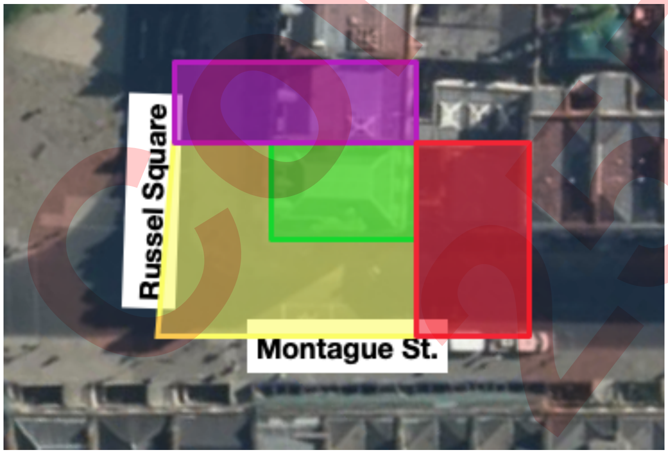
Example	Explanation
	**Perfect** -> The pin is on the rooftop (green area) **Approximate** -> Parking structures (entire structure included). **Approximate** boundaries are found when Half 'n Half rule is applied to the street and parking lots are included (yellow area)

Example	Explanation
EXAMPLE TYPE: STORE IN A MULTI-STORY MALL	
H&M **1004 Stoneridge Mall Rd Suite A 105** **Pleasanton, CA 94588**	
With evidence 	The exact location of this POI cannot be determined by using street imagery, but the official mall directory provides strong evidence for the H&M's location. Using this evidence, the exact location of the result under the shared rooftop can be confirmed. Draw imaginary lines on that part of the shared rooftop to create the area for **Perfect**. The rest of the connected rooftop and parcel are rated **Approximate**.

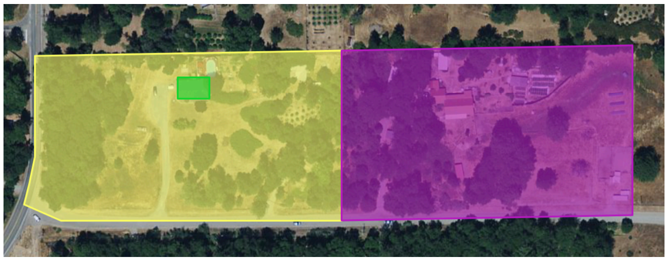
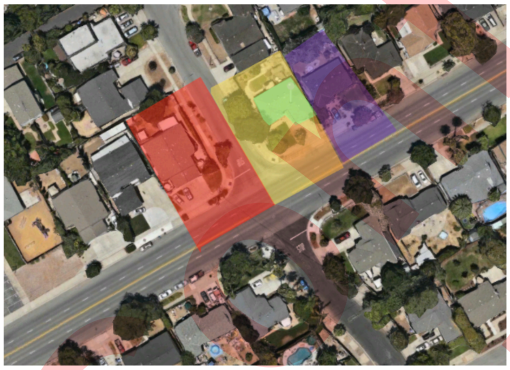
Example	Explanation
Without evidence 	Without street imagery or other strong evidence, only the location of the entire rooftop under which the business is located can be determined. The business' exact location under the rooftop cannot be determined. In this situation, the whole rooftop becomes **Perfect.** The parcel will be **Approximate.**

Example	Explanation
EXAMPLE TYPE: EMPTY PLOT	
86 Liberty St. **Binghamton, NY**	
All features that do not have a rooftop will be rated as **Perfect** if the pin is dropped within the boundaries of the feature.	
	**Perfect** -> The pin is within the boundaries of the feature (green area) **Approximate** -> There is no **Approximate** **Next Door** -> The pin is on the immediate property next to the intended feature (purple area) **Wrong** -> The pin falls outside of the property boundaries or Next Door property (everything else) **Can't Verify** -> See Can't Verify section
EXAMPLE TYPE: HIGH-DENSITY URBAN AREA	
57 Neal Street **London, England**	
In this example, the rooftop behind the intended feature will not be considered **Next Door**. **Next Door** will be considered to the left or right of the intended feature. The screenshot shows that the boundaries of the **Next Door** property contain half of the street. The building behind the **Perfect** building is not considered **Next Door** because it has a different street address.	

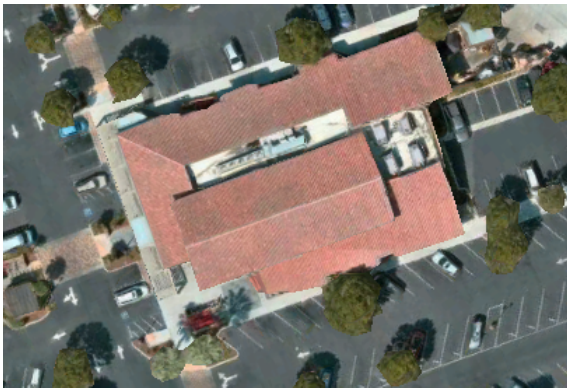
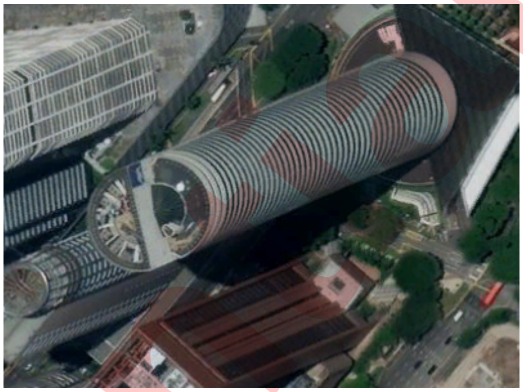
<table>
<tr><th>Example</th><th>Explanation</th></tr>
<tr><td></td><td>Perfect -> The pin is on the rooftop specified in the address (green area)
Approximate -> The pin is within the boundaries of the feature (yellow area)
Next Door -> The pin is on the immediate property next to the intended feature (purple area)
Wrong -> The pin falls outside of the property boundaries or Next Door property (everything else)
Can’t Verify -> See Can’t Verify section</td></tr>
<tr><td colspan="2">EXAMPLE TYPE: CORNER HOUSE</td></tr>
<tr><td colspan="2">44 Russel Square
London, England</td></tr>
<tr><td colspan="2">Here there is only one property that qualifies as Next Door. The property marked in red is on another street (Montague Street) and does not meet all the criteria for the rating of Next Door.

When a property is on a corner, the Next Door property can be behind it as long as that property shares the same street name.</td></tr>
<tr><td>

44 Russel Square, London, England</td><td>Perfect -> The pin is on the rooftop specified in the address(green area)
Approximate -> The pin is within the boundaries of the feature (yellow area)
Next Door -> The pin is on the immediate property next to the intended feature (purple area)
Wrong -> The pin falls outside of the property boundaries or Next Door property (everything else)
Can’t Verify -> See Can’t Verify section</td></tr>
</table>

Example	Explanation
EXAMPLE TYPE: RURAL AREA	
100 Mulligan Rd **Laytonville CA**	
In rural areas, the **Next Door** property will often be quite large. This is expected.	
	**Perfect** -> The pin is on the rooftop specified in the address (green area) **Approximate** -> The pin is within the boundaries of the feature (yellow area) **Next Door** -> The pin is on the immediate property next to the intended feature (purple area) **Wrong** -> The pin falls outside of the property boundaries or **Next Door** property (everything else) **Can't Verify** -> See Can't Verify section
EXAMPLE TYPE: PIN ON THE SAME BLOCK	
1491 Kooser Rd **San Jose, CA 95118**	
This property has only one next door neighbor because the property to the left, in red, is not on the same block as the intended property.	
	**Perfect** -> The pin is on the rooftop specified in the address (green area) **Approximate** -> The pin is within the boundaries of the feature (yellow area) **Next Door** -> The pin is on the immediate property next to the intended feature (purple area) **Wrong** -> The pin falls outside of the property boundaries or **Next Door** property **Can't Verify** -> See Can't Verify section

9.2.1. Leaning Buildings

Normal Building	Leaning Building
	
Sometimes buildings seem to be leaning in satellite view. They do not appear to be standing straight and their rooftops are not aligned with their bases.	

When a building appears to be leaning in satellite view, the satellite photos do not always give accurate information about a building’s shape or location. This is why even when a pin appears to land on a leaning building, you cannot rely on satellite photos alone to rate pin placement.

Research the leaning building’s true location using consensus from multiple reliable resources, including:

- Vector views
- Hybrid views, which may provide additional points of reference, including the locations of streets the buildings lean over
- Street imagery
- Reliable online map resources

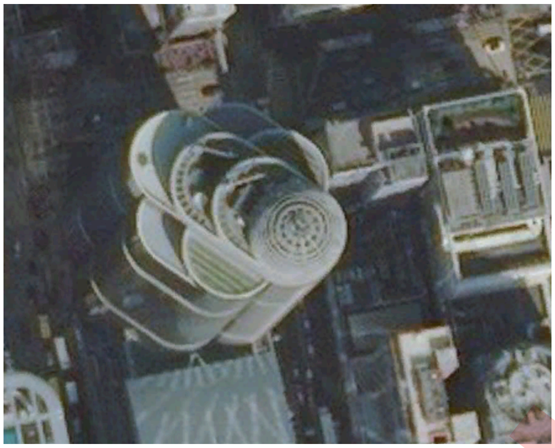
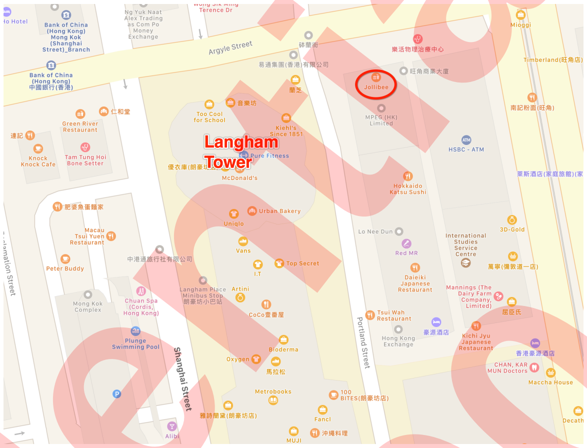
Always rate the pin based on the building’s actual location as confirmed by reliable resources, not on the appearance of leaning caused by satellite photography.

If no reliable resources are available and the pin is not objectively wrong, rate **Can’t Verify** and leave a comment.

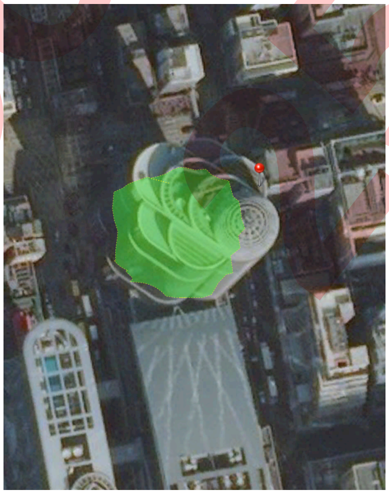
Rating	Explanation
Perfect	Pin falls on the building’s actual location as confirmed by consensus among multiple reliable sources.
Approximate	Pin falls within the boundaries of the property including on any rooftop that’s not the intended one.
Next Door	See Next Door.

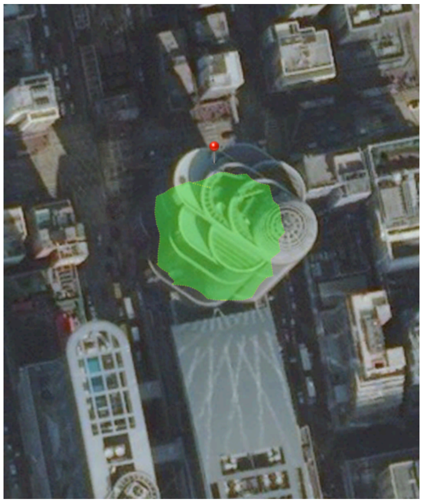
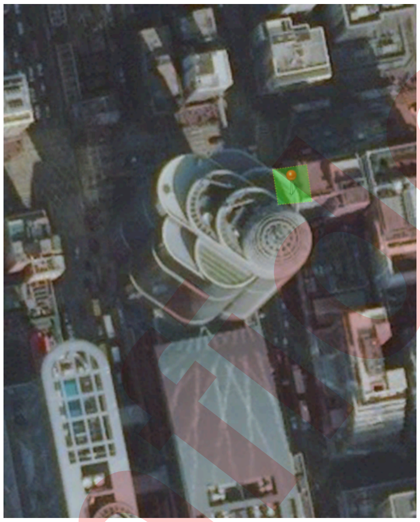
Confidential
2558900

Wrong	Pin falls outside of the property boundaries or next door property.
Can't Verify	See Can’t Verify.

Satellite View Langham Tower and Jollibee	Vector View Langham Tower and Jollibee
	
The tallest building seen in satellite view, above left, is Langham Place Office Tower, located at the corner of Argyle and and Portland streets in Hong Kong. While in satellite view the building appears to lean over both Argyle and Portland streets, the vector view, above right, shows the building’s actual location. The fast food restaurant Jollibee, circled in red on vector diagram, above right, is located at 16 Argyle Street. It cannot be seen in satellite view because the tower leans over it.	

Argyle Street
Jollibee
Langham Tower
Shanghai Street
Portland Street
McDonald's
HSBC - ATM
Uniqlo
Urban Bakery
Mong Kok Complex
Plunge Swimming Pool
Hong Kong Exchange

Target Location	Screenshot	Pin Rating
Langham Place Office Tower		Research shows that the pin lands across the street from the building’s actual location (green area), making it **Wrong**.

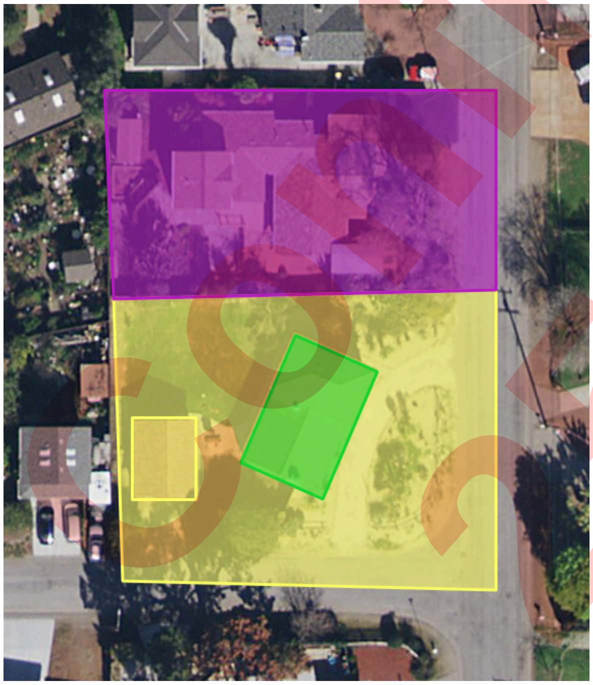
Target Location	Screenshot	Pin Rating
Langham Place Office Tower		Research shows that the pin lands off the building's rooftop (green area), but on its property, making it **Approximate**.
Jollibee, 16 Argyle Street, Mong Kok, Kowloon, Hong Kong		Although this pin appears to land on Langham Place Office Tower in the satellite photo, research shows that the pin actually lands across the street from the Tower on the rooftop of the Jollibee at 16 Argyle Street (green area), making it **Perfect**. **Note** that while Jollibee cannot be seen in satellite view, its location can be confirmed by reliable resources.

9.2.2. Residential Property with Multiple Buildings

Some residential properties consist of more than one building associated with a single address. A pin falling on any house(s) on the property will be rated **Perfect**. If the evidence shows that any other structure on the property could also be a dwelling, it can also be rated **Perfect**.

In cases where the property also contains support or auxiliary buildings, including, but not limited to, sheds, garages, greenhouses, playhouses, pergolas, and doghouses, these structures should be considered part of the **Approximate** area.

Rating	Explanation
Perfect	Pin falls on any of the rooftop(s) of the house(s) within the boundaries of the property.
Approximate	Pin falls within the boundaries of the property (or on support or auxiliary buildings within it)
Next Door	The next door property.
Wrong	Pin falls outside of the property boundaries or outside of the **Next Door** property.
Can't Verify	See Can't Verify

Example	Explanation
EXAMPLE TYPE: INDIVIDUAL HOME WITH SEPARATE GARAGE	
1351 Navarro Dr **Sunnyvale CA 94087**	
This property contains two buildings: the main house and a garage. Both buildings are on the same parcel, belong to the same entity, and share an address.	
	**Perfect** -> The pin is on the rooftop of the house (green area) **Approximate** -> The pin falls on the garage or within the property boundaries (yellow area) **Next Door** -> The pin falls on the next door property (purple area) **Wrong** -> The pin is outside the boundaries (everything else) **Can't Verify** -> See Can't Verify

9.3. Multiple Rooftops

Some POI results consist of multiple buildings associated with/owned by a single business or POI. To rate the pins for these results correctly, you must research and understand the relationship of the structures within the boundaries of the property (or parcel of land) to the POI.

Two kinds of ratings are possible for multiple rooftop POI results:

1. **Multiple-Rooftop:** When the result is a POI that contains no other POIs and consists of more than one building with multiple rooftops on the property. In cases like this, primary rooftops will be rated **Perfect**. The parcel of land inside the boundaries of the POI will be rated **Approximate**. Properties next door to the intended one will be rated **Next Door**.

2. **Campus:** When a multiple-rooftop result is a higher education institution like a university or a medical, retail, or other type of business complex, most often containing other public-facing POIs. In cases like this, the entire parcel or property inside the boundaries of the POI, including all rooftops, will be rated **Perfect**. There will be no **Approximate** or **Next Door** ratings.

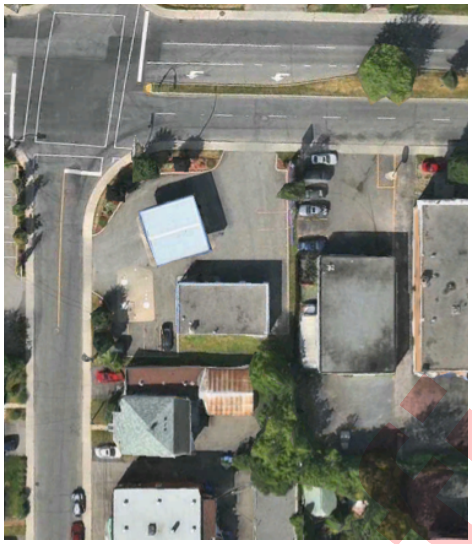
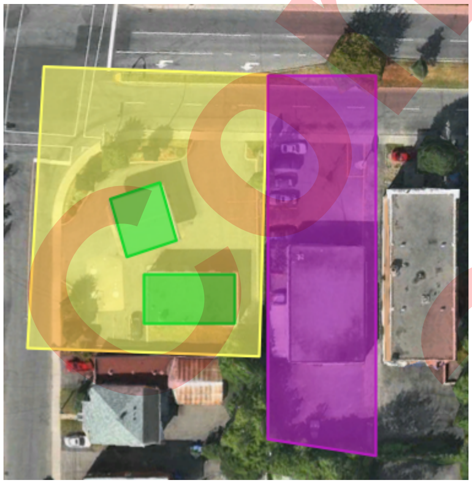
9.3.1. Multiple-Rooftop Rating

Single entities with multiple rooftops are single businesses or POIs that operate out of more than one building. This category includes, but is not limited to, entities like factories, gas stations, apartment complexes, company headquarters, lumberyards, and breweries, and other types of POIs that generally do not contain additional businesses or POIs within them.

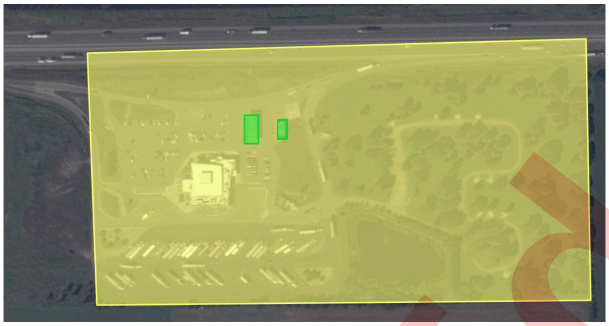
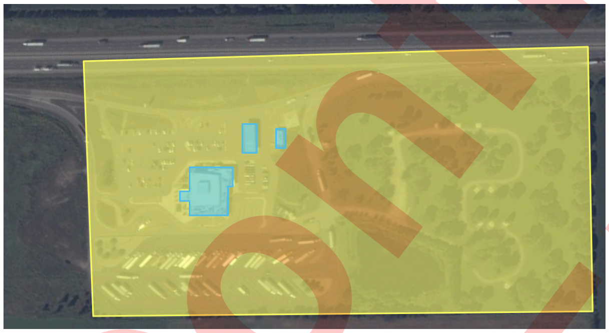
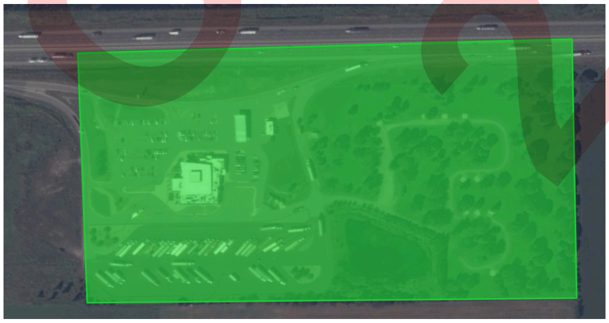
Every primary rooftop on the property will be rated **Perfect**. The parcel of land inside the boundaries of the POI will be rated **Approximate**. Properties next door to the intended one will be rated **Next Door**.

In cases where the property also contains support or auxiliary buildings, including, but not limited to, guardhouses, dumpsters, storage sheds, donation bins, utility buildings, and toilets, these buildings should be considered part of the **Approximate** area.

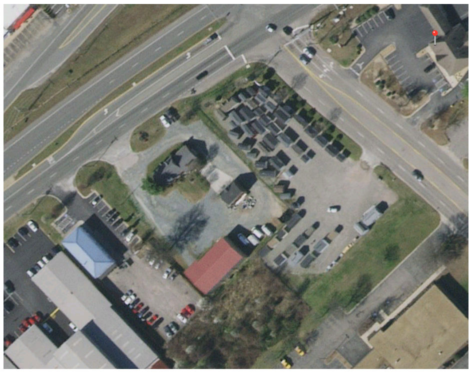
Rating	Explanation
Perfect	Pin falls on rooftops within the boundaries of the property.
Approximate	Pin falls within the boundaries of the property (or on support or auxiliary buildings within it)
Next Door	The pin falls on the Next Door property.
Wrong	Pin falls outside of the property boundaries or outside of the Next Door property.
Can't Verify	See Can't Verify

Example	Explanation
EXAMPLE TYPE: BUSINESS WITH MULTIPLE ROOFTOPS AT SAME ADDRESS (GAS STATION)	
Super Gaz **700 Chambly Road** **Longueuil, QC J4H 3M1** **Canada**	
This business (or address) is a gas station with a main building and a canopy over the pumps. All structures are on the same property, belong to the same business, and share an address.	
 Figure 1: Satellite view of a gas station  Figure 2: Annotated satellite view of gas station	**Perfect** (green area in Figure 2) -> If the pin falls on any rooftop. **Approximate** (yellow area in Figure 2) -> If the pin falls within the property boundaries. **Next Door** (purple area in Figure 2) -> If the pin falls on the immediate property next to the intended one.

Confidential
2558900

Example	Explanation
EXAMPLE TYPE: BUSINESS WITH MULTIPLE ROOFTOPS ON A SHARED PARCEL (GAS STATION)	
Canadian Tire Gas+ **401225 ON-401** **Woodstock, ON N4S 7W8** **Canada**	
This business is also a gas station with a canopy over the gas pumps, but it shares a parcel with other businesses and a wooded picnic area.	
With evidence 	With street imagery or other strong evidence for the location of the rooftops, the exact location of the business (or address) can be confirmed. When the exact location of the rooftops can be found, the green area is **Perfect** and the rest of the parcel is **Approximate**.
Without evidence 	Without strong evidence for the location of the gas stations's rooftops, all rooftops are **Can't Verify** (since there is not enough evidence to narrow the location down to specific rooftop or rooftops). The rest of the parcel is **Approximate**.
EXAMPLE TYPE: BUSINESS COMPLEX CONTAINING A GAS STATION	
	When the result is the entire business complex that contains the gas station seen above as well as restaurants and other services under multiple rooftops, the result is considered a [campus.](#) In cases like this, the entire parcel is considered **Perfect**.

Confidential
25900

<table>
<tr><th>Example</th><th>Explanation</th></tr>
<tr><td colspan="2">EXAMPLE TYPE: BUSINESS WITH MULTIPLE ROOFTOPS AT SAME ADDRESS</td></tr>
<tr><td colspan="2">Bremac
8133 Mechanicsville Tpke
Mechanicsville, VA 23111
United States</td></tr>
<tr><td colspan="2">The business has three buildings. All buildings are on the same property, belong to the same business and share an address.</td></tr>
<tr><td>
Figure 1: Satellite view of multi-rooftop POI

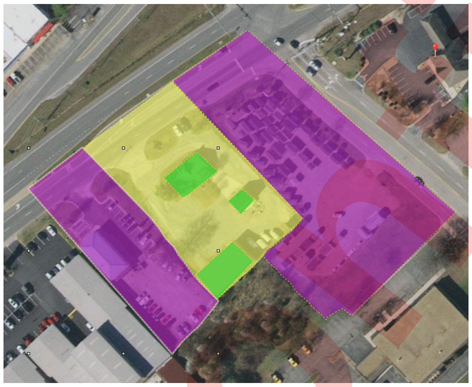
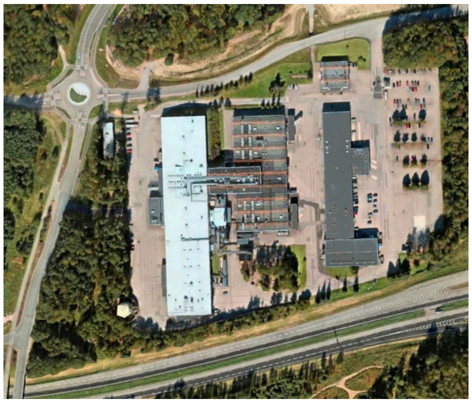
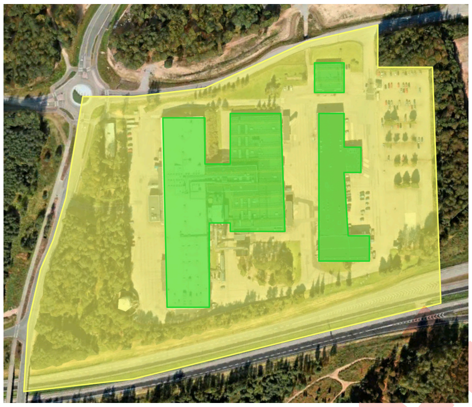



Figure 2: Annotated satellite view of multi-rooftop POI</td><td>This business consists of three buildings.
Perfect (green area in Figure 2) -> If the pin falls on any of the buildings
Approximate (yellow area in Figure 2) -> If the pin falls within the property boundaries.
Next Door (purple area in Figure 2) -> If the pin falls on the immediate property next to the intended one.</td></tr>
<tr><td colspan="2">EXAMPLE TYPE: BUSINESS WITH MULTIPLE ROOFTOPS AT SAME ADDRESS (FACTORY)</td></tr>
<tr><td colspan="2">Fazerintie 2
01230 Vantaa Finland</td></tr>
<tr><td colspan="2">This is a large factory consisting of several buildings.</td></tr>
</table>

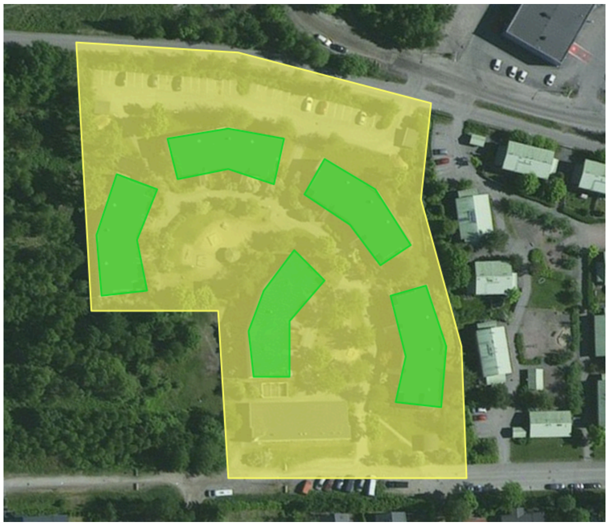
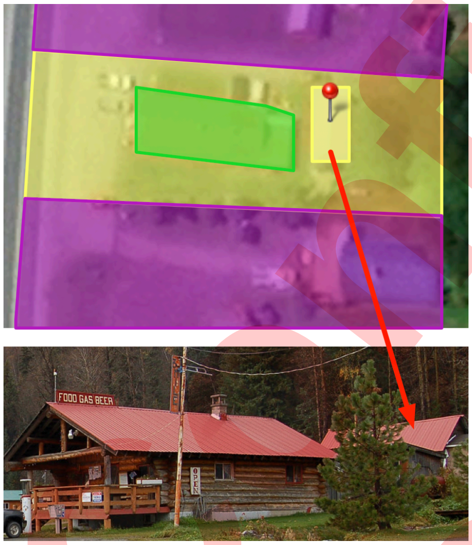
confidential
2558900

Example	Explanation
 Figure 1: Satellite view of multiple-rooftop POI  Figure 2: Annotated satellite view of multiple-rooftop POI	**Perfect** (green area in Figure 2) -> If the pin falls on any of the buildings. **Approximate** (yellow area in Figure 2) -> If the pin falls within the property boundaries. This particular POI has no **Next Door** area.

EXAMPLE TYPE: MULTIPLE BUILDINGS ON ONE PARCEL SHARING ONE ADDRESS (APARTMENT COMPLEX)

Merkuriuksentie 13
00750 Helsinki
Finland

This query is for an address that is shared by several apartment buildings on the same parcel.

Example	Explanation
	There are five buildings with the same address on the parcel. A pin on any of them is rated **Perfect** while a pin on the parcel or any of the support structures is rated **Approximate**.
EXAMPLE TYPE: BUSINESS WITH A SHED IN THE BACK	
33 Mile Roadhouse **33 Mile Haines Hwy** **Haines AK 99827** **United States**	
This business is a restaurant with a support building — a storage shed — in the back.	
 Annotated satellite view shows restaurant and shed (arrow points to street imagery of shed).	This restaurant has a detached storage shed on its property. **Perfect** (green area in top image) -> If the pin falls on the main restaurant building. **Approximate** (yellow area in top image) -> If the pin falls within the property boundaries, including the small support shed behind the restaurant. **Next Door** (purple areas in top image) -> If the pin drops on either of the immediate properties next to the intended one.

9.3.2. Campus Rating

Some POIs will encompass entire business complexes, meaning that there are multiple buildings associated with/owned by the POI. These POIs include (but are not limited to) institutional complexes like universities, hospitals, and airports. Other POI types that can be rated as campuses include shopping and strip malls with multiple rooftops, amusement parks, resorts, and zoos.

In cases like this, the entire parcel or property inside the boundaries of the POI, including all rooftops, will be rated **Perfect**. There will be no **Approximate** or **Next Door** ratings.

The property of a campus complex includes the buildings themselves, any shared parking lots, and half ’n half as described in the guidelines.

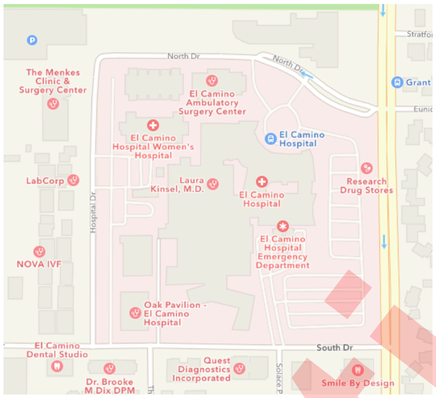
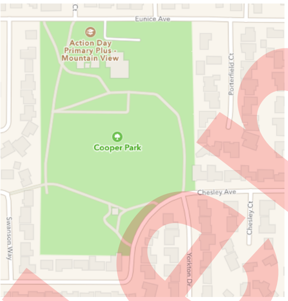
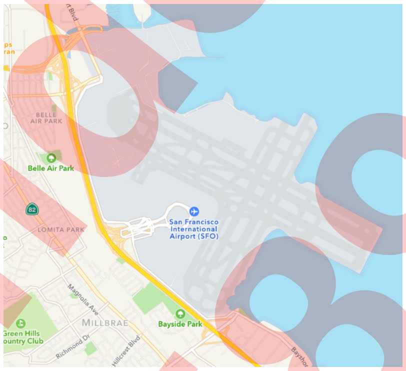
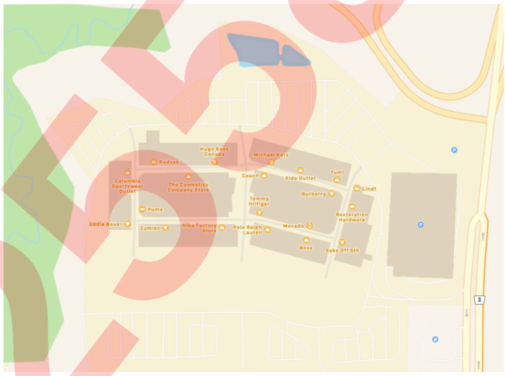
How to Identify Campus Results

Wondering if a multiple-rooftop result is a campus? Many, though not all, campuses can be identified by the presence of POIs within the POI. That is, individual stores within multiple-rooftop malls, departments within hospitals, libraries and colleges within universities, spas and restaurants within multiple-rooftop resorts, terminals within airports, and so on.

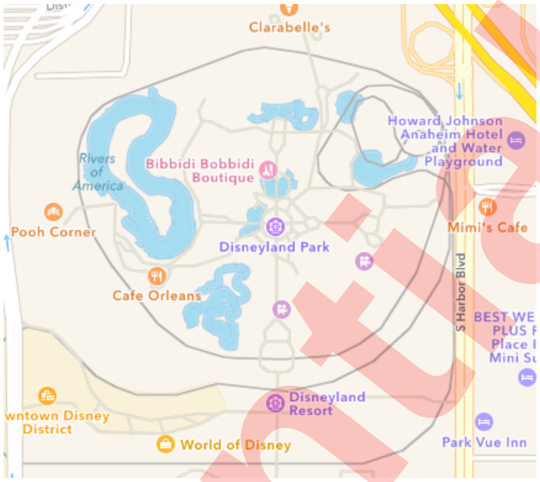
Rating	Explanation
Perfect	Pin falls within the campus/complex boundaries, as determined by research.
Approximate	N/A - Campuses and business complexes do not have Approximate ratings.
Next Door	N/A - Campuses and business complexes do not have Next Door ratings.
Wrong	Pin falls outside of the campus/business complex boundaries.
Can't Verify	See Can’t Verify

Note: The result may be for an address that should have the campus rule applied.

Some of these types of POIs may have polygons outlining the boundaries of the POI on the map. These polygons may not always be present or perfect, so rate against the true boundaries of the campus or complex as determined by research. A few examples of campuses are below, including one that is missing its polygon.

POI type	Screenshot
Hospital	 North Dr North Dr Stratfo Grant Eunic The Menkes Clinic & Surgery Center El Camino Ambulatory Surgery Center El Camino Hospital Women's Hospital El Camino Hospital LabCorp Laura Kinsel, M.D. El Camino Hospital Research Drug Stores Hospital Dr El Camino Hospital Emergency Department NOVA IVF Oak Pavilion - El Camino Hospital El Camino Dental Studio South Dr Quest Diagnostics Incorporated Dr. Brooke M Dix DPM Solace P Smile By Design
Park	 Eunice Ave Action Day Primary Plus - Mountain View Porterfield Ct Cooper Park Chesley Ave Chesley Ct Swanson Way Yorkton Dr
Airport	 BELLE AIR PARK Belle Air Park 82 LOMITA PARK San Francisco International Airport (SFO) Magnolia Ave Green Hills Country Club MILLBRAE Bayside Park Richmond Dr Hillcrest Blvd Bayshor
Outlet Mall	 Hugo Boss Canada Michael Kors Rudsak Columbia Sportswear Outlet The Cosmetics Company Store Coach Aldo Outlet Tumi Lindt Burberry Tommy Hilfiger Puma Restoration Hardware Eddie Bauer Zumiez Nike Factory Store Polo Ralph Lauren Movado Bose Saks Off 5th 3

Confidential
258900

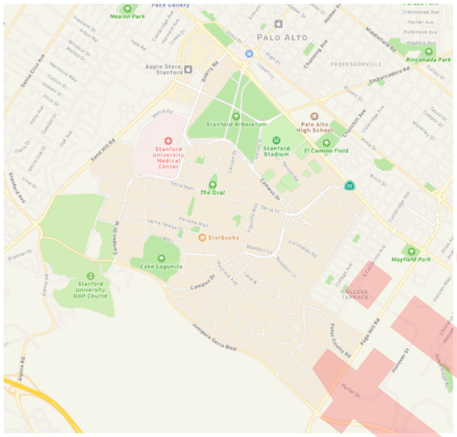
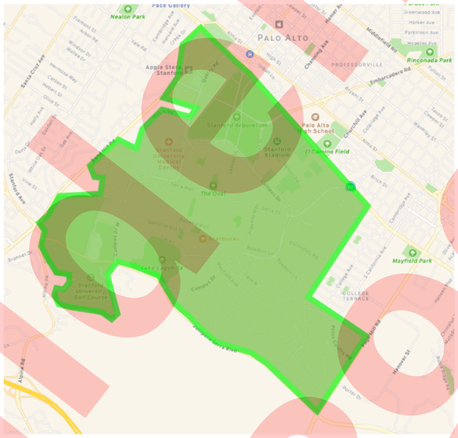
POI type	Screenshot
Amusement Park No Polygon available	 Clarabelle's Howard Johnson Anaheim Hotel and Water Playground Rivers of America Bibbidi Bobbidi Boutique Pooh Corner Mimi's Cafe Disneyland Park Cafe Orleans S Harbor Blvd BEST WE PLUS F Place I Mini Su Disneyland Resort wntown Disney District World of Disney Park Vue Inn

9.3.2.1. *Single-Complex Campus*

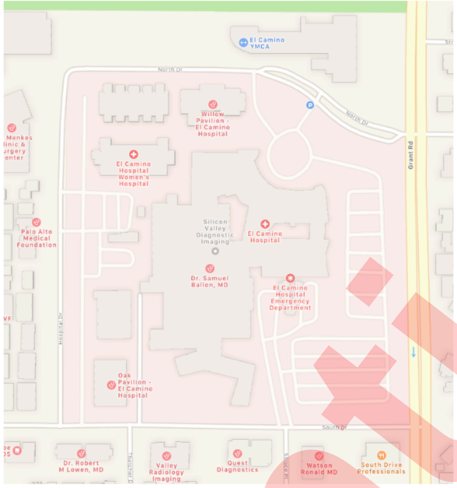
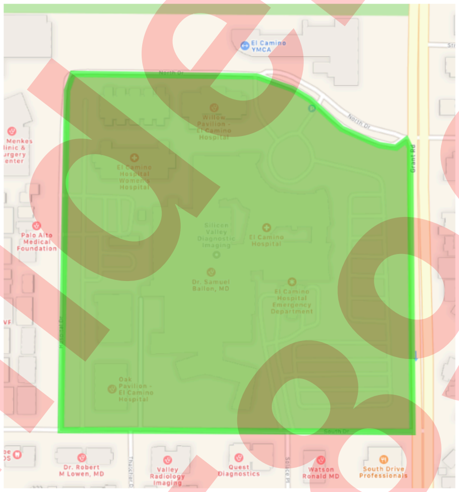
Entities made up of a single cluster of buildings are the easiest to identify. On the map, these entities can be represented by a single, continuous polygon. Remember, the polygons on the map may not always be perfect or present, so rate against the true boundaries of the campus or complex as determined through research.

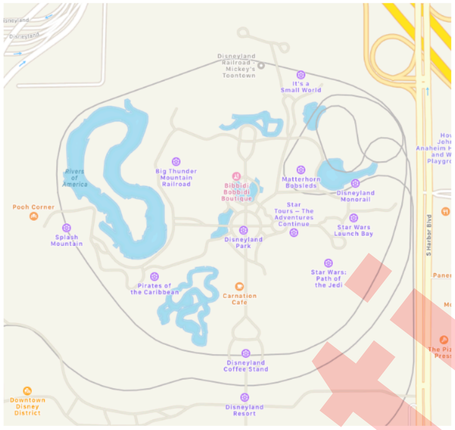
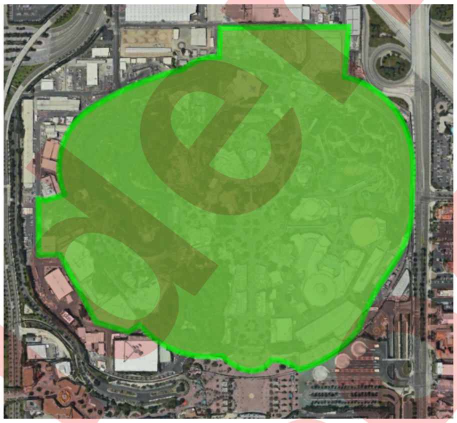
The property of a complex includes the buildings themselves, any shared parking lot and half n half as described in the guidelines.

Note: Parking facilities may be included in the polygon if they are owned by the POI and contiguous to the campus (contiguous means that they are not separated from the campus by a street).
Tip: Start by looking at the pin's location, then determine if the property surrounding the pin belongs to the POI you are looking at.

POI	Screenshot	Rating Explanations
Stanford University	 Fig. 1: Vector view of Stanford University campus  Fig. 2: Annotated vector view of Stanford University campus	**Perfect** (green area in Fig. 2) -> If pin falls within campus boundaries. **Wrong** (everything else outside of green area in Fig. 2)-> If pin falls outside campus boundaries. Remember, there is no **Approximate** or **Next Door** rating for campus and business complexes.

Confidential
2558000

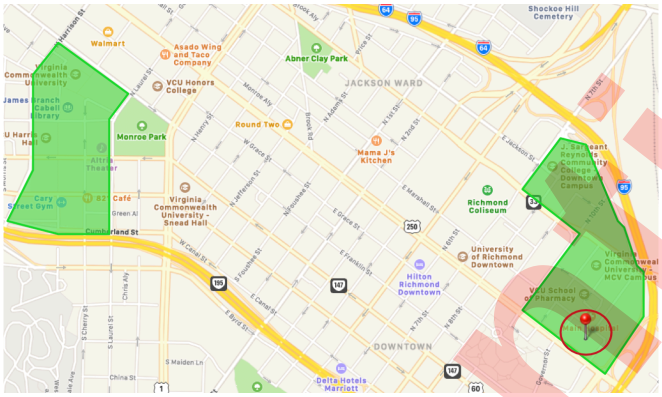
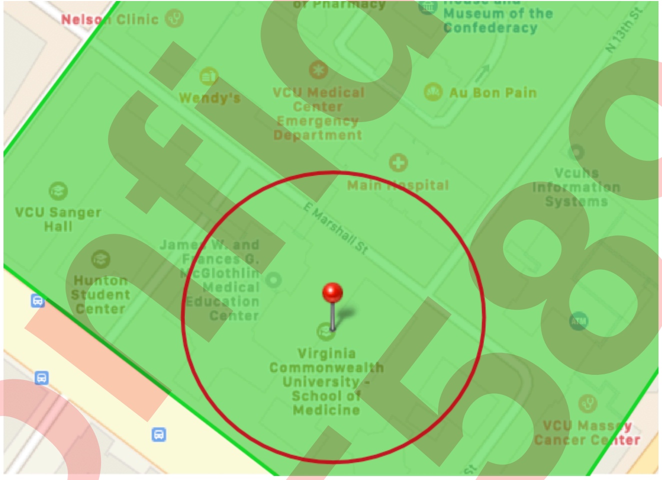
POI	Screenshot	Rating Explanations
El Camino Hospital	 El Camino YMCA North Dr Willow Pavilion - El Camino Hospital Menkes Clinic & Surgery Center El Camino Hospital Women's Hospital Palo Alto Medical Foundation Silicon Valley Diagnostic Imaging El Camino Hospital Dr. Samuel Ballon, MD El Camino Hospital Emergency Department Oak Pavilion - El Camino Hospital Grant Rd South Dr Dr. Robert M Lowen, MD Valley Radiology Imaging Quest Diagnostics Watson Ronald MD South Drive Professionals Fig. 1: Vector view of El Camino Hospital campus  El Camino YMCA North Dr Willow Pavilion - El Camino Hospital Menkes Clinic & Surgery Center El Camino Hospital Women's Hospital Palo Alto Medical Foundation Silicon Valley Diagnostic Imaging El Camino Hospital Dr. Samuel Ballon, MD El Camino Hospital Emergency Department Oak Pavilion - El Camino Hospital Grant Rd South Dr Dr. Robert M Lowen, MD Valley Radiology Imaging Quest Diagnostics Watson Ronald MD South Drive Professionals Fig. 2: Annotated vector view of El Camino Hospital campus	**Perfect** (green area in Fig. 2) -> If the pin falls within the hospital boundaries. **Wrong** (everything else outside of green area in Fig. 2)-> If the pin falls outside of hospital boundaries, as determined by your research.

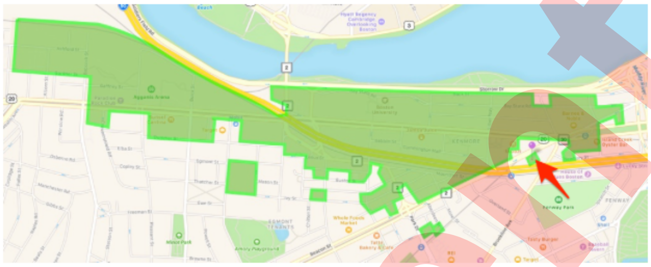
POI	Screenshot	Rating Explanations
Disneyland Park	 Disneyland Disneyland Disneyland Railroad - Mickey's Toontown It's a Small World Rivers of America Big Thunder Mountain Railroad Bibbidi Bobbidi Boutique Matterhorn Bobsleds Disneyland Monorail Pooh Corner Splash Mountain Star Tours – The Adventures Continue Star Wars Launch Bay Disneyland Park S Harbor Blvd Star Wars: Path of the Jedi Pirates of the Caribbean Carnation Cafe Disneyland Coffee Stand Downtown Disney District Disneyland Resort Fig. 1: Vector view of Disneyland Park  Fig. 2: Annotated satellite view	There is no polygon available for this POI, so an imaginary polygon outline must be created according to the actual boundaries of the POI. To determine where the valid pin area is, look at the location of the attractions within the amusement park and visualize the boundary of the park to determine the POI's polygon. The green area highlighted in a satellite view of the POI (Fig. 2) represents the valid area for the pin to land in. A pin landing anywhere outside of this green area would be a Wrong pin. **Note**: Parking lots separated by a road should not be included in the polygon because they outside the boundary. Utility buildings located outside of the public park premises are not included in the polygon.

9.3.2.2. Dispersed Campus

In some cases, a campus will not have a single, continuous location that a polygon can be drawn over, but rather be spread out across a large area like a city. Sometimes, the pin will fall on this type of campus and there may not be a polygon for the campus. If this occurs, research to determine where the polygon should be. Pins that fall on campus-associated, non-parking facilities are valid pins. Apply the single rooftop rules to any standalone, non-parking facility, campus building.

If two or more campus buildings are next to each other, apply the single complex campus logic.

POI	Screenshot	Rating Explanation
Virginia Commonwealth University	 Fig. 1: Annotated vector view of Virginia Commonwealth University Fig. 2: Zoomed-in view of pin location  Nelson Clinic Museum of the Confederacy N 13th St Wendy's VCU Medical Center Emergency Department Au Bon Pain Main Hospital Vcuhs Information Systems VCU Sanger Hall E Marshall St James W. and Frances G. McGlothlin Medical Education Center Hunton Student Center Virginia Commonwealth University - School of Medicine VCU Massey Cancer Center	**Perfect** -> If the pin falls the green polygon minus campus-associated parking facilities and non-campus-associated buildings. **Wrong** -> If the pin falls on a standalone, campus-associated parking facility, or on a non-campus-associated building. In this example, Virginia Commonwealth University (VCU) is a campus that is spread out around the city (campus properties are highlighted in green). A pin falling on the rooftop of the Virginia Commonwealth University - School of Medicine building (in VCU Medical Center complex) would be considered a valid pin for this POI, but a pin falling on a VCU parking lot would not be a valid pin for the same POI. Zooming into the pin shows that the result is **Perfect** in this example.

POI	Screenshot	Rating Explanation
Boston University	 Fig. 1: Annotated vector view of the Boston University campus	The Boston University campus is also spread out across the city, as represented by the highlighted green areas. In this case, the pin happens to fall on the Boston University Center for Computational Neuroscience and Neural Technologies building. The building is a standalone, non-parking facility building that is associated with the campus, so the pin is **Perfect**.

9.4. Features Without a Rooftop

This chapter will describe how to rate pin accuracy for features that typically do not have a rooftop.

9.4.1. Natural Features

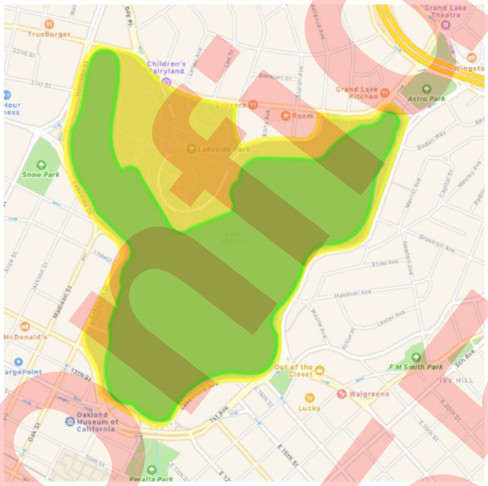
Natural features include but are not limited to:

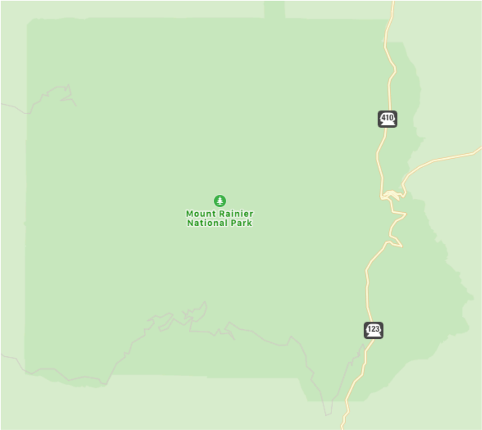
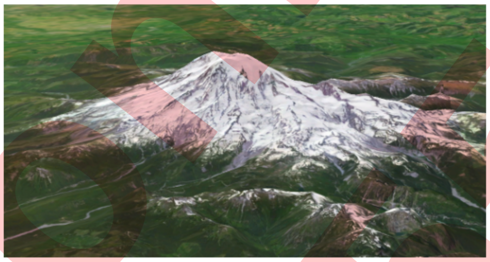
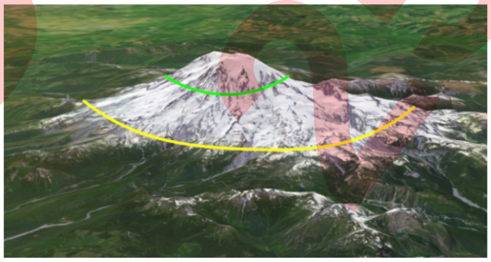
- Lakes (Lake Victoria)
- Oceans (Pacific Ocean)
- Creeks (Bear Creek in Colorado)
- Rivers (the Danube river)
- Ponds (Antonelli Pond in California)
- Wetlands (Laguna de Rocha)
- Seas (Black Sea)
- Forests (Black Forest)
- Mountains (Carpathian Mountains)
- Hills (Chocolate Hills of the Philippines)
- Plateaus (Colorado Plateau)
- Valleys (Death Valley)
- Plains (The North American Great Plains)
- Fjords (Geirangerfjord in Norway)
- Peninsulas (Indian Peninsula)
- Volcanoes (Etna)
- Deserts (Gobi Desert)
- Glaciers (Patna Glacier in Iceland)
- Waterfalls (Niagara Falls)

A natural feature may also have other natural features within or surrounding it. These could include, but are not limited to, the shore of a lake, an island in a river, and a forest surrounding a mountain.

Similar natural features, even if not listed above, should be rated using these guidelines.

Rating	Explanation
Perfect	If the natural feature has a defining feature (water for a river/ocean, cliffs/peak of a mountain, the sand for a beach), pin should fall on that feature **or** if the natural feature is defined by an arbitrary boundary (parks, national forests), pin should fall in their polygon or where it would be if we had that information.
Approximate	The pin falls outside of the defining features of a natural feature but still on it (slope of a mountain rather than the peak, the shore of a river or lake). Consider each situation individually. Not all natural features will have an **Approximate**. If the natural feature exists within an urban or suburban area, you may apply the Half 'n' Half rules.
Next Door	N/A - Natural features do not have **Next Door** ratings.
Wrong	The pin falls in an area that does not meet the criteria for **Perfect** or **Approximate**.
Can't Verify	See Can't Verify

Type of POI	Screenshot	Explanation
Body of water	Lake Merritt Fig. 1: Vector view of Lake Merritt  Fig. 2: Annotated vector view of Lake Merritt	**Perfect** (green area in Fig. 2) -> Anywhere on the defining feature of the lake. In this case, the defining feature would be the water. **Approximate** (yellow area in Fig. 2) -> The shore of the lake. **Wrong** (everything else in Fig. 2) -> Anywhere past the shore of the lake.

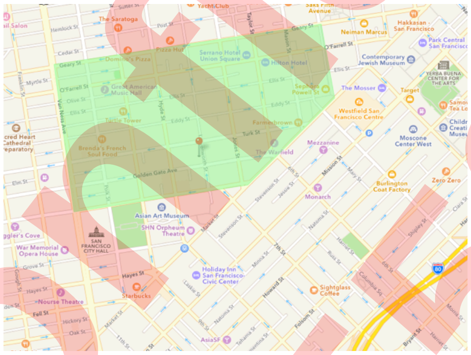
Type of POI	Screenshot	Explanation
Land feature	Mount Rainier  Fig. 1: Vector view of Mount Rainier Fig. 2: Satellite view of Mount Rainier  Fig. 3: 3D view of Mount Rainier  Fig. 4: Annotated 3D view of Mount Rainier	Land features, such as mountains, mountain ranges, or volcanoes, should use the following guidelines. **Perfect** (area above green line in Fig. 4) -> Anywhere on the defining feature of the mountain (peak or ridge, depending on the mountain). **Approximate** (area between green and yellow lines in Fig. 4) -> Anywhere on the slope of the mountain. **Wrong** (area below yellow line in Fig. 4) -> Valley of the mountain, anywhere farther out than the obvious slope. Tip: If available, try using a 3D view of the mountain to determine where its peak or ridge is. Check to see if there is a 3D view before using other sources. Use common sense to determine the pin rating for these types of land features. For example, a peak of a mountain can span a large area and may have a more gradual slope area, so make sure you're not being too strict or too generous when rating the pin.

9.4.2. Administrative Divisions

Administrative divisions can refer to, but are not limited to:

- Countries
- States
- Counties
- Provinces
- Cities
- Neighborhoods

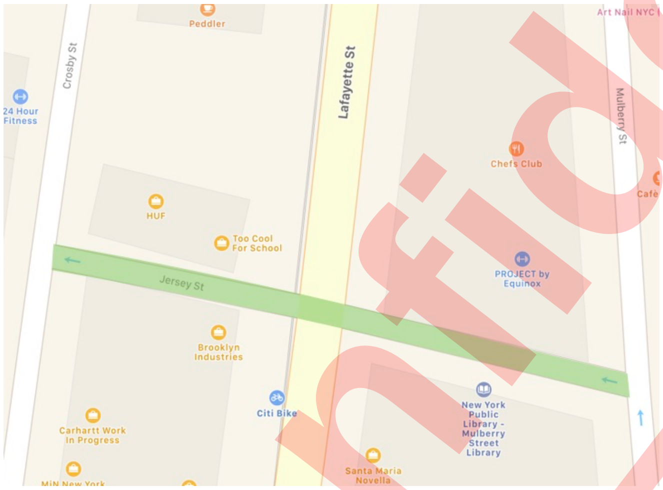
Rating	Explanation
Perfect	Pin should fall in within the boundaries/polygon of the administrative division.
Approximate	N/A
Next Door	N/A
Wrong	Pin falls in an area that does not meet the criteria for **Perfect**.
Can't Verify	See Can't Verify

Type	Screenshot	Explanation
Neighborhood	 Tenderloin in San Francisco	**Perfect** – the pin can fall anywhere within the neighborhood boundaries **Approximate** – not applicable **Next Door** – not applicable **Wrong** – everything outside of Perfect

9.4.3. Streets

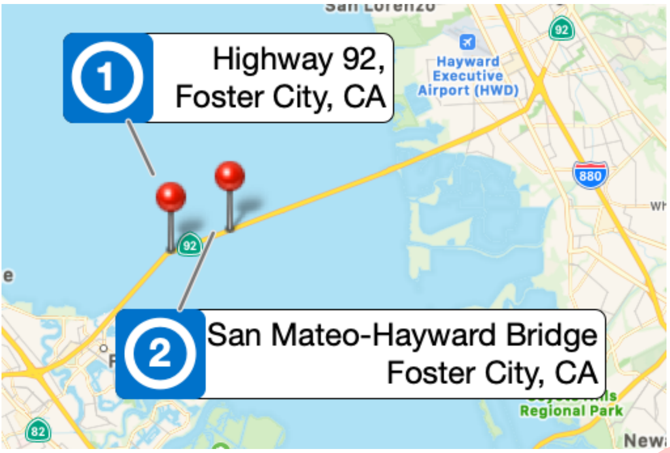
In this chapter, rating pins for streets will be explained.

Rating	Explanation
Perfect	Pin can fall anywhere on the street, including medians and intersections the street passes through completely (but not on sidewalks).
Approximate	N/A
Next Door	N/A
Wrong	Pin falls in an area that does not meet the criteria for **Perfect**.
Can't Verify	See [Can't Verify](#)

Example	Explanation
 Peddler Crosby St 24 Hour Fitness Lafayette St Art Nail NYC Mulberry St Chefs Club Cafe HUF Too Cool For School Jersey St PROJECT by Equinox Brooklyn Industries Citi Bike New York Public Library - Mulberry Street Library Carhartt Work In Progress Santa Maria Novella MiN New York Jersey St. in New York City	**Perfect** – The pin can fall anywhere on the street, including medians and intersections the street passes through completely, whether seen in satellite view or on the vector map. If there is a discrepancy between the satellite view and vector map of the street boundaries, use the most favorable layer. Note that sidewalks are not part of the Perfect area. **Approximate** – not applicable **Next Door** – not applicable **Wrong** – everything outside of Perfect, including intersections the street does not pass through Here, only the Jersey St. & Lafayette St. intersection is a valid intersection for the pin to fall on, since Jersey St. completely passes through Lafayette St. The intersections where Jersey St. meets Mulberry St. and Crosby St. are not included because Jersey St. does not pass through these streets.

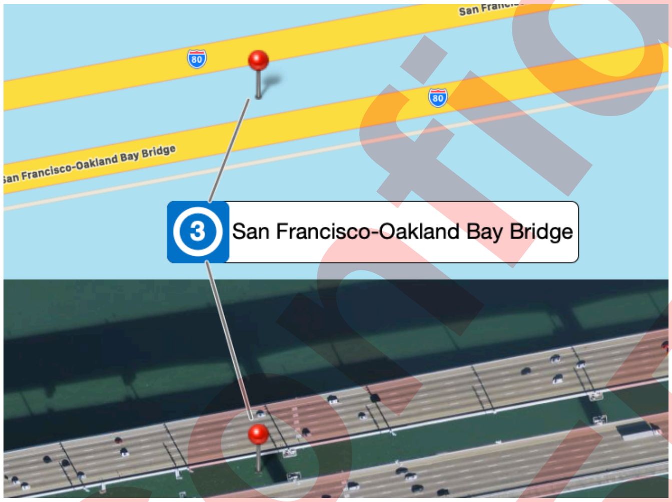
Query: [highway 92]

User and fresh viewport in San Francisco, CA



San Lorenzo
1
Highway 92, Foster City, CA
Hayward Executive Airport (HWD)
92
880
2
San Mateo-Hayward Bridge Foster City, CA
Regional Park
82

Perfect – The pin can fall anywhere on the street, including bridges that are part of the street. Both result 1 and result 2 are Perfect since the pin falls on the San Mateo-Hayward Bridge, which is part of the highway.
Approximate – not applicable
Next Door – not applicable
Wrong – everything outside of Perfect, including intersections the street does not pass through

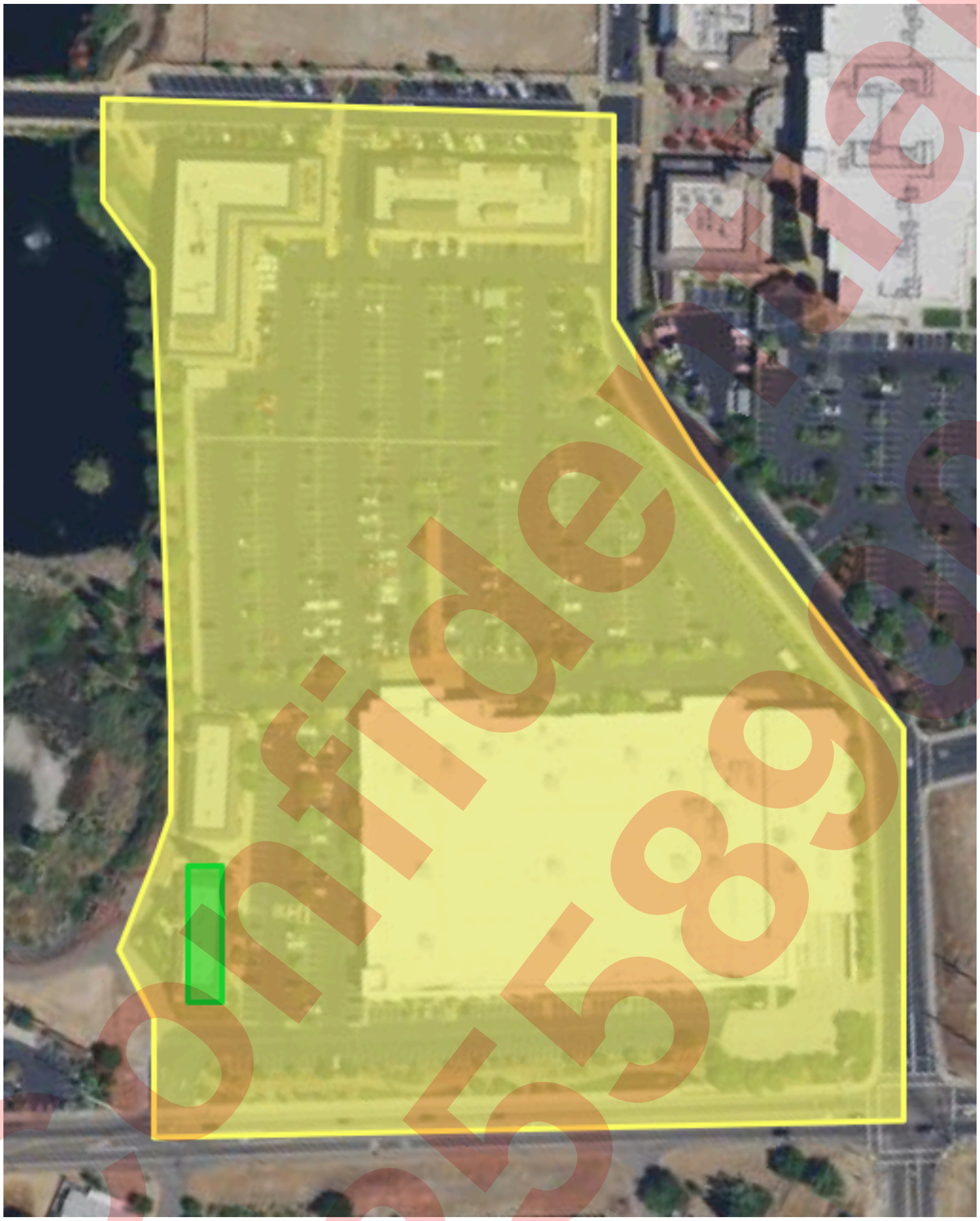


80
80
San Francisco-Oakland Bay Bridge
3
San Francisco-Oakland Bay Bridge

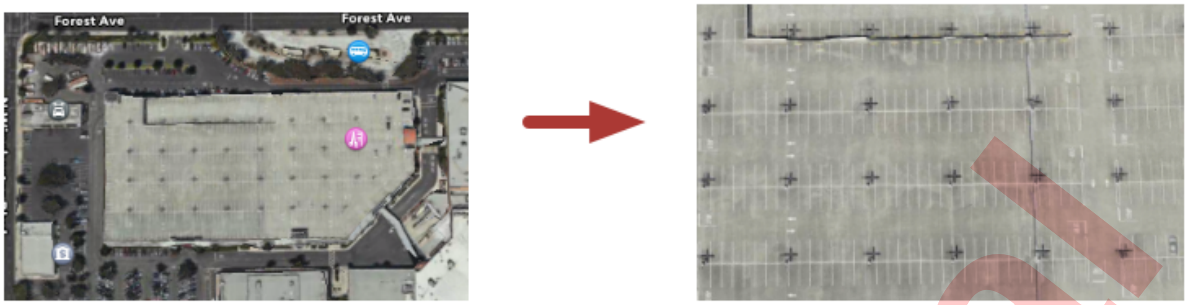
Rate pins falling on physical road dividers (the middle of a road with lanes in both directions) as Perfect, even if they fall into water, as in result 3.

9.5. Parking Lots and Structures

Shared parking lots are considered **Approximate** even though they do not belong entirely to the feature. Assume that parking lots belong to the feature and do not split them. When Sourdough & Co (green building) is the result, the approximate area (yellow) extends up to the public road to the north.

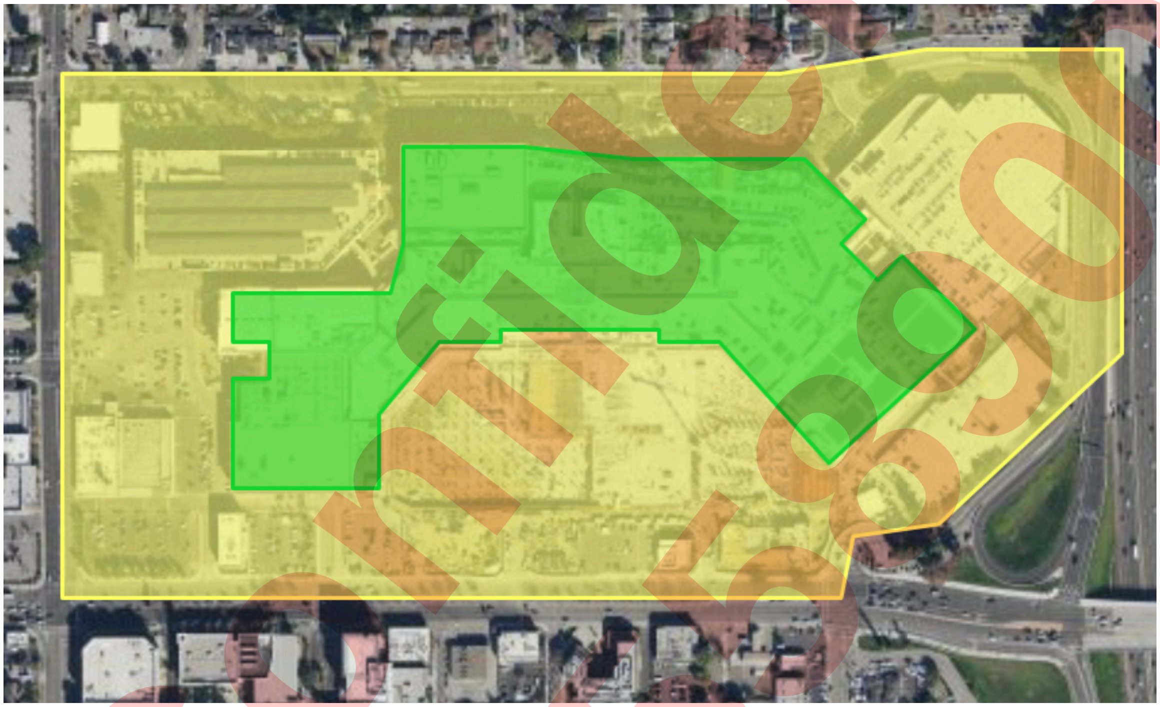


In cases where the parking structure can be verified in satellite imagery (by either parked cars or parking lot striping), consider the entire structure a parking lot. The assumption is that there will be no businesses within the structure other than parking-related businesses.



Always consider parking lots and parking structures as belonging to the feature. There's no need split them by applying the Half n' Half rule.

In the example below, the result is a shopping mall with both a parking lot and parking structures. Pins that fall on the building (rooftop) of the mall are **Perfect**. Apply the Half 'n Half rule to the street and internal access roads, if any, to determine the area for **Approximate**, as parking lots and parking structures are also **Approximate**.



9.6. Transit POIs

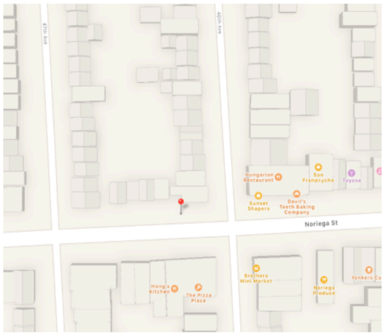
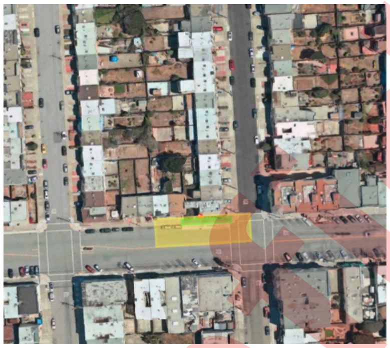
Transit POIs include, but are not limited to, POIs that are transit stops, stations, toll booths, and terminals. A transit stop is a small, transit location typically designated by a bench or covered bench area, a posted sign, or street markings. Transit stations, on the other hand, are typically larger stops that have a major structure associated with it, which include, but are not limited to, platforms, ticketing offices, enclosed waiting/seating areas, or terminal buildings/structures encompassing the transit area. The term "station" is primarily used to refer to transit locations that are larger and typically a terminal housing multiple routes. All stations are stops, but not all stops are stations.

If a transit POI does not meet the criteria to be rated under the Single Rooftop or Campus/Complex guidelines, please use the following criteria to rate.

Rating	Explanation
Perfect	The pin falls on the polygon for the transit POI or in the area where you would wait for transit or within the entrance polygon for an underground transit station
Approximate	The pin falls within 50 meters of where you would wait for transit or within station parking lots and surrounding property up to where the Half 'n' Half rule allows.
Next Door	Transit POIs do not have **Next Door** ratings.
Wrong	The pin is wrong if it falls: • Farther than 50 meters from the ideal location • Within 50 meters on a non-associated rooftop • Outside of the boundaries as allowed by the Half 'n' Half rule • Beyond half a city block (applies to bus stops only)
Can't Verify	See Can’t Verify

9.6.1. Bus, Tram, and Streetcar Stops

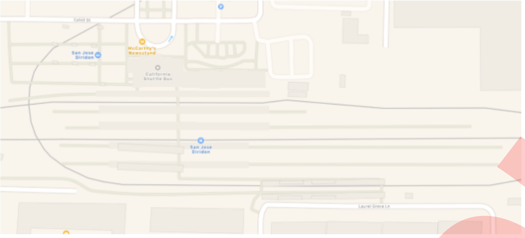
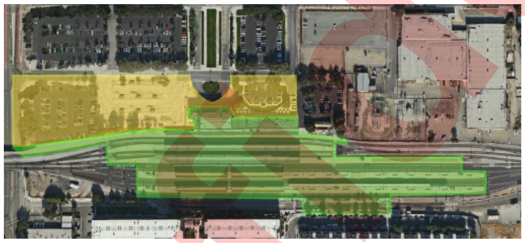
Bus, tram and streetcar stops are often, but not always, on the side of the street and have one spot where users can wait to board the bus. **Perfect** pins should be placed on the spot where a user would wait while **Approximate** pins can be placed within 50m of the waiting spot and within the Half 'n' Half rule.

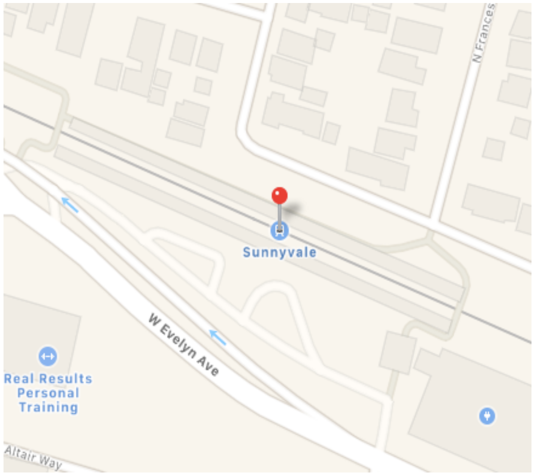
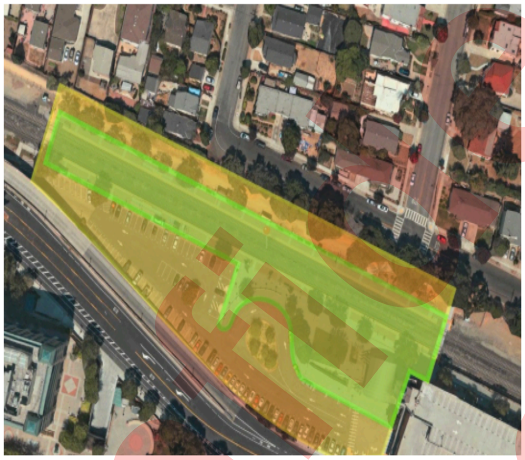
POI	Screenshot	Rating Explanation
Noriega St and 46th Ave bus stop	 Fig.1: Vector view of bus stop  Fig.2: Annotated satellite view of bus stop	**Perfect** (green area in Fig. 2) -> Where a user would wait for the bus. **Approximate** (yellow area in Fig. 2) -> 50 m away from where a user would wait for the bus but no farther out than the Half 'n' Half rule allows and not on a building rooftop. **Wrong** (everything else in Fig. 2) -> Farther than 50 meters, or beyond half a city block from where user waits for the bus, or farther out than the Half’n’Half rule allows, or on a rooftop, or in an agricultural field where a person would not wait for transit. **Can’t Verify** – See Can’t Verify **Special Note:** A satellite view shows that this pin might actually fall in the street for this bus stop. Remember, favor the map view that gives a more generous rating for the pin these cases. In this case, the vector map is used to rate the pin.

9.6.2. Transit POI with Multiple Rooftops/Platforms

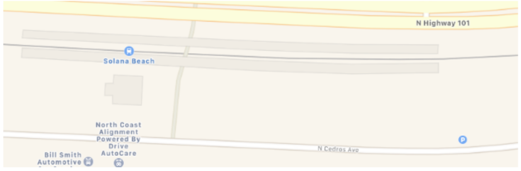
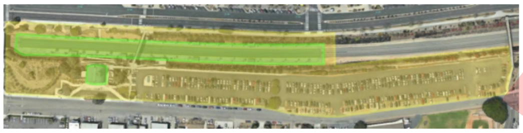
If the POI has multiple rooftops/platforms, apply similar ideas from the campus/complex pin guidelines when determining the valid area for the pin to land on.

For campuses/complexes, a polygon was created using the boundaries of the campus. Use the same concept with transit POIs and create a polygon for the transit POI using the POI's multiple rooftop/platforms.

POI	Screenshot	Explanation
San Jose Diridon Station	 Fig. 1: Vector view of San Jose Diridon Station  Fig. 2: Annotated satellite view of San Jose Diridon Station	Here is the San Jose Diridon train station, so rate the pin according to the train station platforms and rooftops. **Perfect** -> Polygon of the station or rooftop/ platform of the station or area between rooftops/platforms of the station (green area). **Approximate** -> Within transit station parking lots and surrounding property up to where the Half 'n' Half rule allows (yellow area). **Wrong** -> Anywhere outside of transit station boundaries. **Can't Verify** – See Can't Verify Remember, if there is a polygon available in vector view for the POI, rate against the polygon.

POI	Screenshot	Explanation
Sunnyvale Station	 N Frances Sunnyvale W Evelyn Ave Real Results Personal Training Altair Way Fig. 1: Vector view of Sunnyvale Station  Fig. 2: Annotated satellite view of Sunnyvale Station	Some transit stops only have a platform where a user can wait for the transit. **Perfect** (green area in Fig. 2) -> Where a user would wait for transit or the area between where a user would wait for transit. **Approximate** (yellow area in Fig. 2) -> Within 50 meters of where you would wait for transit or within transit stop parking lots and surrounding property up to where the Half 'n' Half rule allows. **Wrong** (everything else in Fig. 2) -> Farther than 50 meters from where user waits for transit or farther out than the Half 'n' Half rule allows. **Can’t Verify** – See Can’t Verify

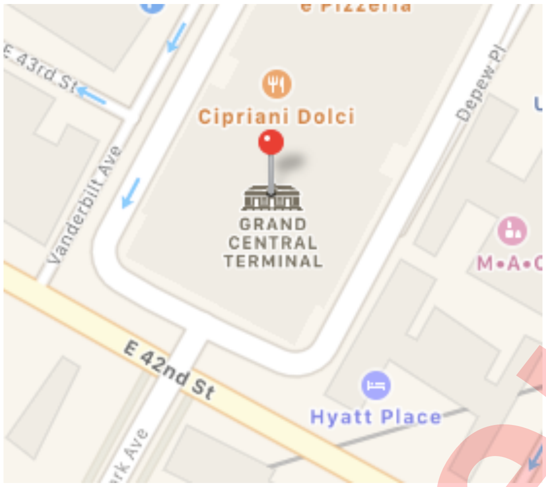
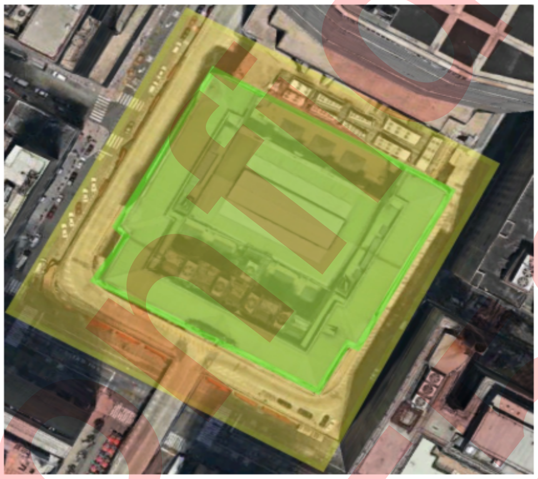
Confidential
2558900

POI	Screenshot	Explanation
Solana Beach Amtrak Station	 N Highway 101 Solana Beach North Coast Alignment Powered By Drive AutoCare Bill Smith Automotive N Cedros Ave P Fig. 1: Vector view of Solana Beach station  Fig. 2: Annotated satellite view of Solana Beach station	Some stations have both a building rooftop and an open platform waiting area. Both of these areas are considered valid places for pins to fall on. **Perfect** (green area in Fig. 2) -> Pin falls on the platform(s) where the user would wait or the area between the platforms or the rooftop. **Approximate** (yellow area in Fig. 2) -> Pin falls within 50 meters of where you would wait for transit or within transit stop parking lots and surrounding property up to where the Half 'n' Half rule allows. **Wrong** (everything else in Fig. 2) -> Farther than 50 meters from where user waits for transit or farther out than the Half 'n' Half rule allows. **Can't Verify** – See Can't Verify

Confidential
2558900

9.6.3. Transit POIs with a Single Rooftop

If the POI has a single rooftop, apply the single rooftop guidelines.

POI	Screenshot	Explanation
Grand Central Terminal	 Cipriani Dolci GRAND CENTRAL TERMINAL E 43rd St Vanderbilt Ave Depew Pl E 42nd St Hyatt Place M•A•C Fig. 1: Vector view of Grand Central Terminal station  Fig. 2: Annotated satellite view of Grand Central Terminal station	**Perfect** -> Rooftop of transit station or stop **Approximate** -> Transit POI parking lots and surrounding property up to where the Half 'n' Half rule allows **Wrong** -> Farther out than the Half 'n' Half rule allows from POI property **Can't Verify** – See Can't Verify

9.6.4. Underground Transit Stations

Some transit stations are underground. For stops that do not have polygons available on the tool map, apply similar rules to the satellite campus and use your imagination to draw a polygon using the entrances to the underground station as polygon coordinates. A pin dropped within 50 meters of this polygon should be rated **Approximate**.

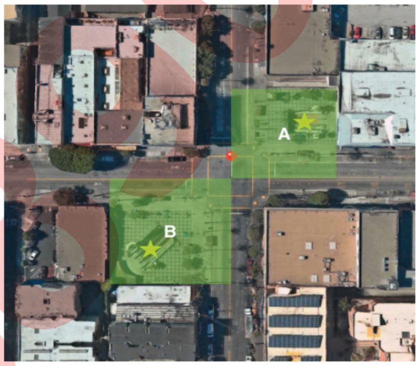
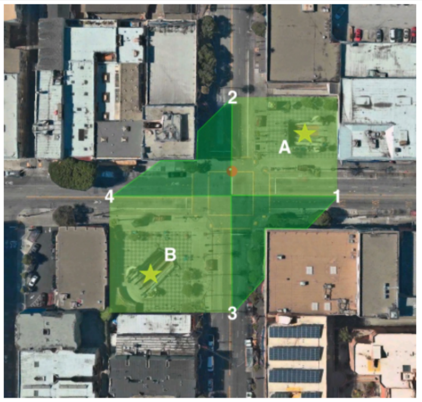
If a pin is placed on a building within the polygon, the building must contain an entrance to the transit stop for the pin to be **Perfect**. If the pin falls on any other building within the polygon, rate it **Approximate**.

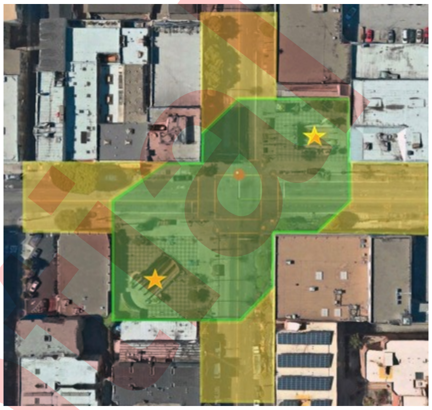
Some entrances can be seen via satellite view of the station, while other entrances can only be found by doing more research, including using street imagery of the station area to find entrances or using a station map from the transit provider that shows entrances to the station.

9.6.4.1. How to Establish an Entrance Polygon

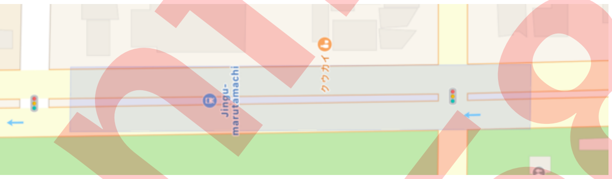
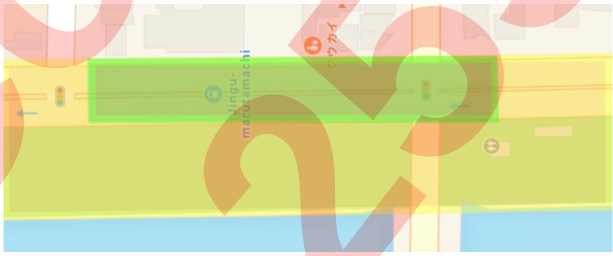
1. Find at least three entrances to the underground transit station, if possible.
    - Use street imagery or an official source to determine where the transit station entrances are located.
    - **Tip:** A good place to start looking for transit entrances is near the pin's location. This will make it easier to determine whether or not the pin falls within the polygon.
2. Connect the entrance points to create an enclosed polygon, where each entrance is a point of the polygon.
3. Determine whether or not our pin falls within 50 meters of the polygon or within the property covered by the Half 'n' Half rule.

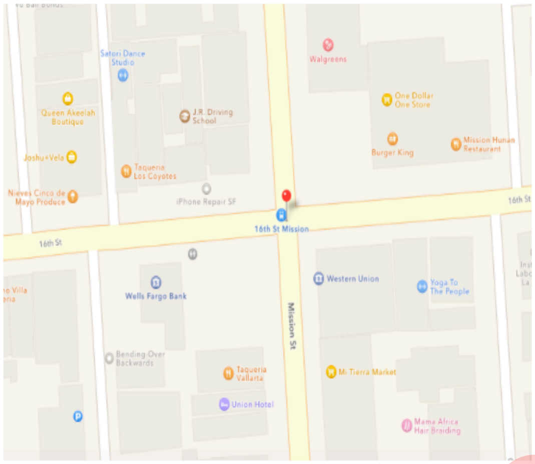
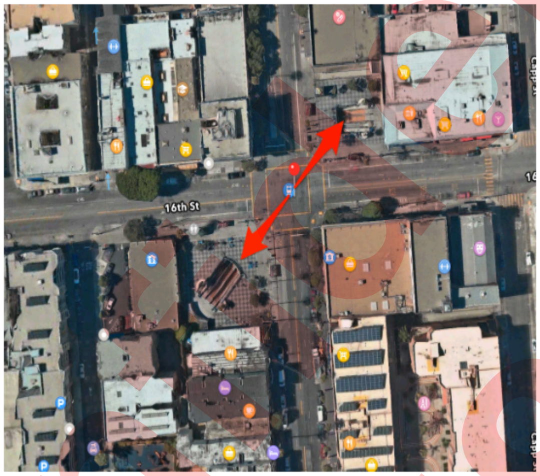
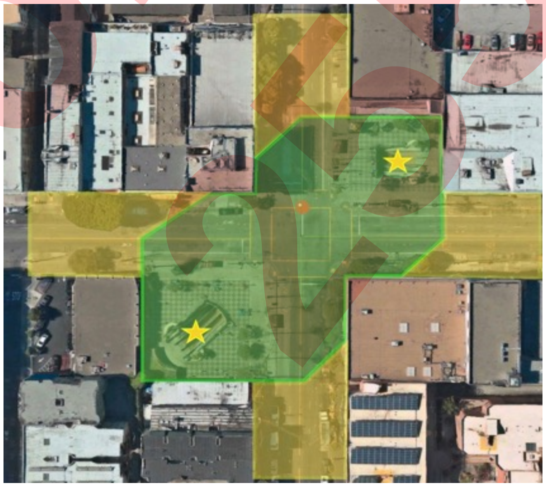
If the underground transit station only has two entrances, use the following steps to create an entrance polygon.

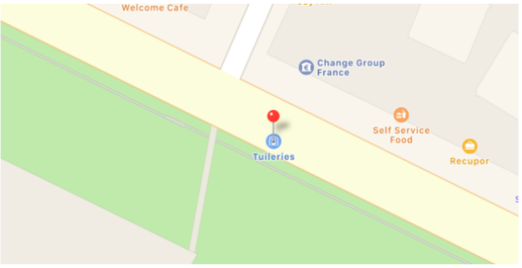
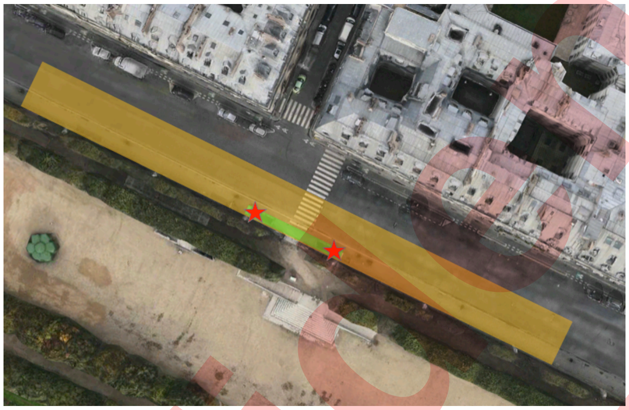
POI	Steps	Satellite Views
16th St & Mission BART Station	1. Imagine property boundaries around the underground transit station entrances using the **Half 'n' Half Rule**. ***Note**: Entrances are designated by stars and property boundary polygons are designated by the letters* **A** *and* **B**.	
	2. Connect the closest points of the two boundaries from step 1 to create an entrance polygon. ***Note:** In this case, we have taken points 1 and 2 from polygon A and connected them with points 3 and 4 from polygon B, respectively. Exclude building rooftops that do not contain an entrance to the underground station from the entrance polygon.*	

POI	Steps	Satellite Views
	3. Determine whether or not the pin falls within 50 meters of the polygon. ***Note:*** *For underground transit POIs that only have one entrance, create the same polygon around the entrance as the* ***Perfect*** *pin rating area, then measure 50 meters from that polygon for the* ***Approximate*** *pin rating area.*	

9.6.4.2. Examples

POI	Screenshot	Explanation
Jingu Marutamachi Station	 Fig. 1: Vector view of Jingu Marutamachi Station  Fig. 2: Annotated vector view of Jingu Marutamachi Station	If the underground POI already has a polygon available, rate the pin against the polygon. In this case, there is a blue-colored polygon on the map for the POI. **Perfect** (green area in Fig. 2) ? Polygon of transit station. **Approximate** (yellow area in Fig. 2) ? Pin lands within 50 meters from the polygon or on transit station parking lots and surrounding property up to where the Half'n'Half rule allows. In this case, the station does not have a station parking lot, so only look at the surrounding property within 50 meters of the polygon. **Wrong** (everything else in Fig. 2) ? Farther out than the Half'n'Half rule allows from station property. **Can't Verify** – See Can't Verify

POI	Screenshot	Explanation
16th St and Mission St BART Station	 Walgreens One Dollar One Store Burger King Mission Hunan Restaurant Satori Dance Studio Queen Akeelah Boutique J.R. Driving School Joshu+Vela Taqueria Los Coyotes Nieves Cinco de Mayo Produce iPhone Repair SF 16th St Mission 16th St Western Union Yoga To The People Wells Fargo Bank Mission St Bending Over Backwards Taqueria Vallarta Mi Tierra Market Union Hotel Mama Africa Hair Braiding Fig. 1: Vector view of 16th St Mission BART station  Fig. 2: Satellite view of 16th St Mission BART Station showing station entrances  Fig. 3: Annotated satellite view of 16th St Mission BART. Stars represent the entrances.	**Perfect** -> Pin falls within the entrance polygon and not on a building rooftop (unless there is an entrance to the station within the building). **Approximate** -> Pin falls within 50 meters of the entrance polygon or within the property that Half 'n' Half rule covers. **Wrong** -> Pin falls more than 50 meters outside of the entrance polygon or outside the Half 'n' Half rule area. **Can't Verify** – See Can't Verify In this case, there are only two entrances to the transit station (Fig. 2). We'll use the Half 'n' Half rule to determine the points for our entrance polygon (Fig. 3). Our pin falls within the entrance polygon created, so it is a **Perfect** pin.

POI	Screenshot	Explanation
Tuileries Station	 Welcome Cafe Change Group France Self Service Food Recupor Tuileries Fig. 1: Vector view of Tuileries Station  Fig. 2: Annotated satellite view of Tuileries Station. Stars represent the entrances.	**Perfect** -> Pin falls within the entrance polygon and not on a building rooftop (unless there is an entrance within the building). **Approximate** -> Pin falls within 50 meters of the entrance polygon or within the property that Half 'n' Half rule covers. **Wrong** -> Pin falls more than 50 meters outside of the entrance polygon or outside the Half 'n' Half rule area. **Can't Verify** – See Can't Verify In this example, the pin falls within the Half 'n' Half rule area for the entrance polygon, so it is an **Approximate** pin.

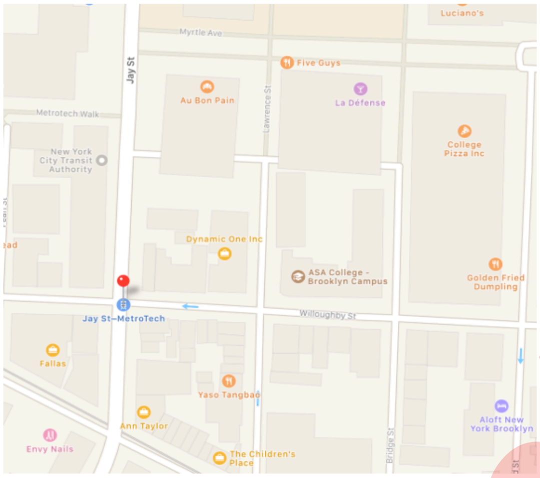
<table>
<tr><th>POI</th><th>Screenshot</th><th>Explanation</th></tr>
<tr>
<td>Jay Street-MetroTech</td>
<td>

Myrtle Ave
Luciano's
Five Guys
Jay St
Au Bon Pain
La Defense
Lawrence St
Metrotech Walk
New York City Transit Authority
College Pizza Inc
Dynamic One Inc
ASA College - Brooklyn Campus
Golden Fried Dumpling
Jay St–MetroTech
Willoughby St
Fallas
Yaso Tangbao
Ann Taylor
Aloft New York Brooklyn
Envy Nails
The Children's Place
Bridge St

Fig. 1: Vector view of Jay St-MetroTech station

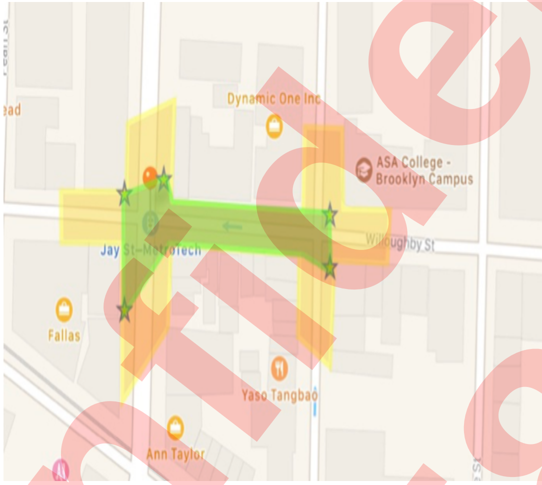

Dynamic One Inc
ASA College - Brooklyn Campus
Jay St-MetroTech
Willoughby St
Fallas
Yaso Tangbao
Ann Taylor

Fig. 2: Annotated vector view of Jay St-MetroTech station with entrance polygon

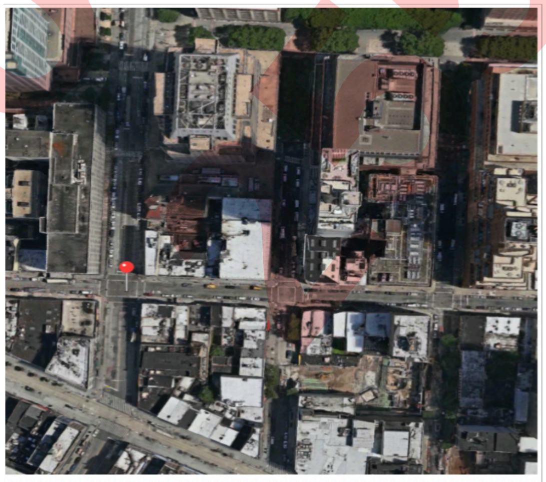


Fig. 3: Satellite view of Jay St-MetroTech station
</td>
<td>
Perfect -> Pin falls within entrance polygon and not on a building rooftop (unless there is an entrance within the building)

Approximate -> Pin falls within 50 meters of the entrance polygon

Wrong -> Pin falls more than 50 meters outside of the entrance polygon

Can't Verify – See Can't Verify

With underground transit stations that have multiple entrances, you'll need to use street imagery or an online resource to find the transit entrances then draw a polygon using the entrances as points of the polygon. Here, we were able to find 5 entrances represented by the yellow stars that were near our pin (Fig. 2). These entrances were found via street imagery, since satellite view does not clearly show entrances to this transit station (Fig. 3). There is also a transit station map available from the official transit website that shows the entrances to this station.

In this example, our pin is placed within the entrance polygon for this station, so we rate it as **Perfect**.
</td>
</tr>
</table>

10. How to Rate Results

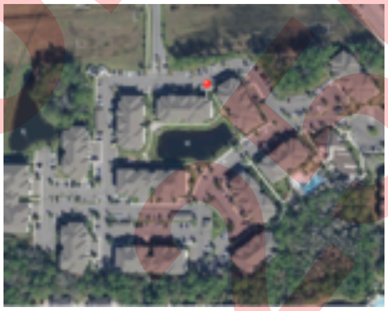
This chapter shows how to rate a variety of examples.

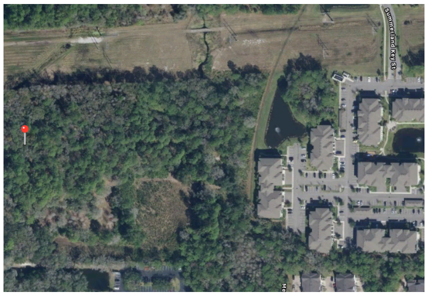
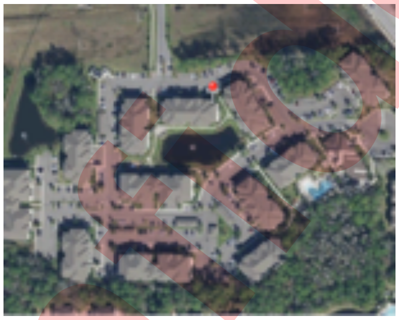
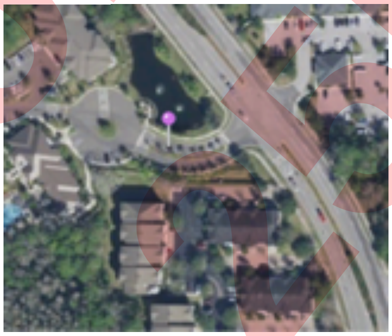
For each result, you will need to answer questions about:

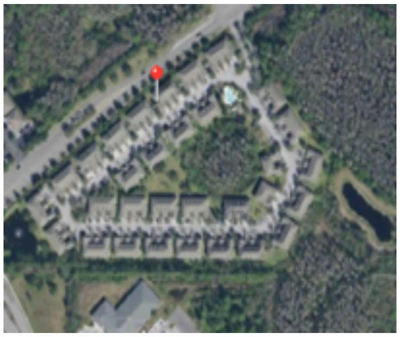
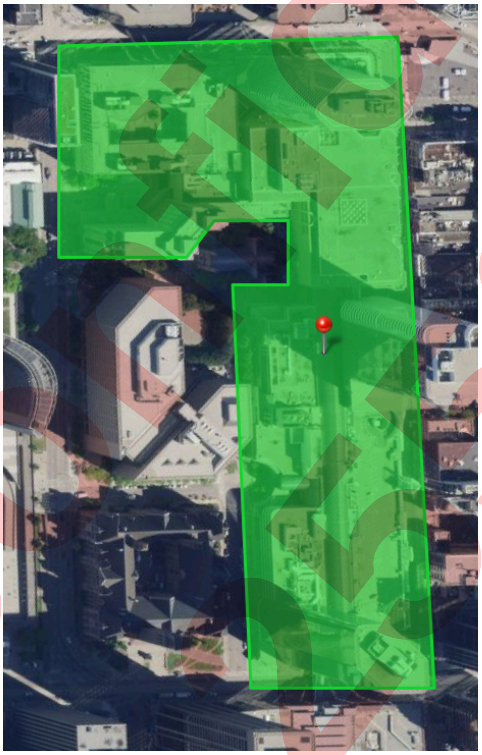
- Relevance
- Name accuracy
- Address accuracy
- Pin accuracy

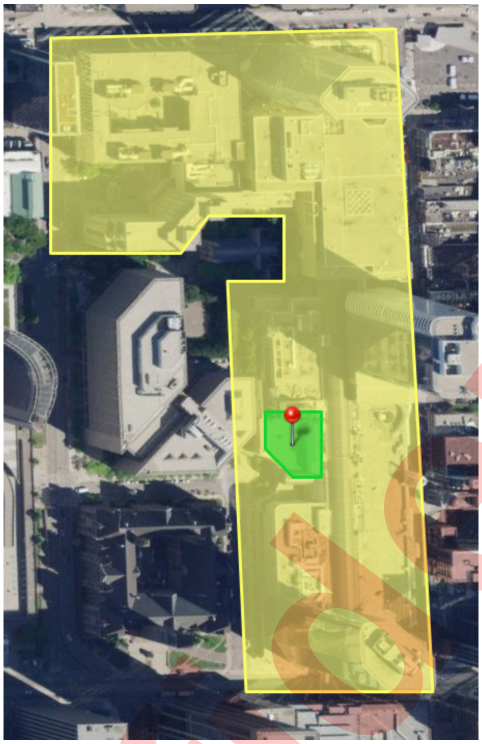
10.1. Specific Address

When the query is an address, and the user explicitly states their location intent by including the name of a locality, this is an explicit location query and the user's viewport and location are irrelevant. The query refers to a unique location, so a result for this exact location should be rated **Navigational**.

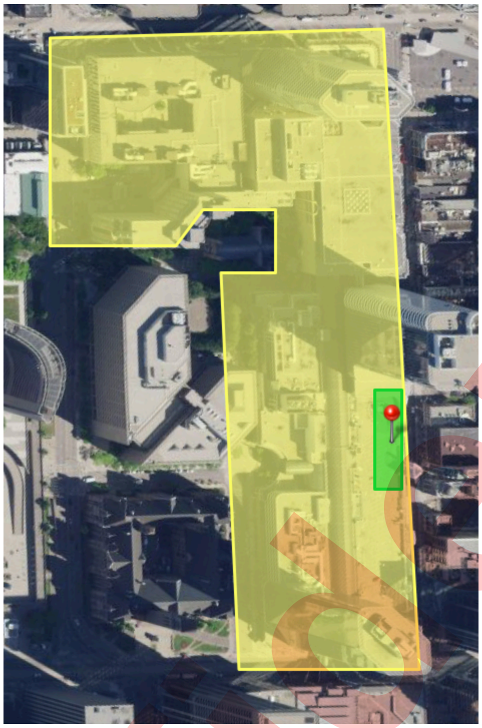
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="7">[12112 sugarloaf key st tampa fl 33626]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">12112 Sugarloaf Key St
12112 Sugarloaf Key St
Tampa, FL 33626
Classification: n/a
</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This address belongs to an apartment complex, where all buildings have the same address.
The pins falls on one of the rooftops of this mutiple-rooftop result and is rated Perfect.</td></tr>
</table>

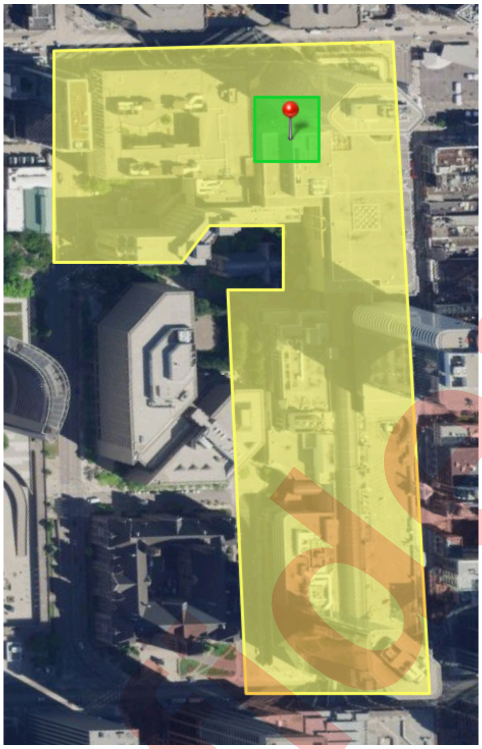
Query	Results	Ratings and Explanation
[12112 sugarloaf key st tampa fl 33626]	**Camden Westchase Park Apartments** 12112 Sugarloaf Key St Tampa, FL 33626 Classification: Apartment 	Relevance: **Navigational** Name Accuracy: **Correct** Address Accuracy: **Correct** Pin Accuracy: **Wrong** The result includes the name of the business, which is located at this address. The pin falls outside the boundaries of the apartment complex.
	12112 Sugarloaf Key St 12112 Sugarloaf Key St Tampa, FL Classification: n/a 	Relevance: **Navigational** Name Accuracy: **n/a** Address Accuracy: **Incorrect** - Postal Code Pin Accuracy: **Perfect** The result is missing a postal code so Address Accuracy is **Incorrect** (with Postal Code specified as the incorrect component). Postal code is a mandatory component for a residential address result. The pin falls on one of the the rooftops of this multiple-rooftop POI.
	Sugarloaf Key St Sugarloaf Key St, Tampa, FL Classification: n/a 	Relevance: **Acceptable** (User Intent Issue) Name Accuracy: **n/a** Address Accuracy: **Correct** Pin Accuracy: **Perfect** The result is a whole street result instead of a specific address. As the user query is for a specific, full address, the information provided by the result is incomplete. The user would be able to find the street, but not the exact address s/he is looking for. The pin is dropped on the street mentioned in the result and is **Perfect**.

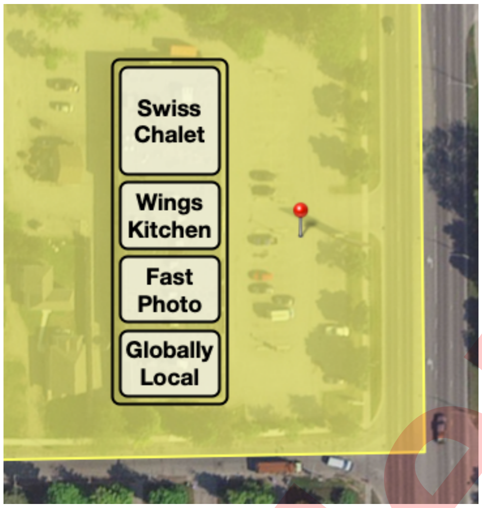
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">[12112 sugarloaf key st tampa fl 33626]</td><td rowspan="5">11244 Windsor Pl
11244 Windsor Pl Cir
Tampa, FL 33626
Classification: n/a
</td><td>Relevance</td><td>Bad (User Intent Issue)</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The result does not satisfy the query and is not considered relevant. However, the address and pin placement are Correct and Perfect. Remember, the data and relevance of the result are considered separately. The data can be correct even when the result’s relevance is Bad.</td></tr>
<tr><td rowspan="6">[220 yonge st toronto]
<i>User in Toronto, Canada</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Toronto Eaton Centre
220 Yonge St
Toronto ON M5B 2H1
Classification: Shopping Center
</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This query is the address of the best-known mall in downtown Toronto. Even though many businesses have this address as their official address, the mall is rated Navigational due to its prominence.
The result includes the correct address plus the name of the mall, which is useful additional information. The pin is dropped on the mall’s rooftop.</td></tr>
</table>

Query	Results	Ratings and Explanation	
[220 yonge st toronto] *User in Toronto, Canada*	**Indigo** 220 Yonge St Toronto, ON M5B 2H1 Classification: Book Shop 	Relevance	**Good**
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		This large, well-known bookstore is inside the Eaton Centre and shares the 220 Yonge Street address. It is demoted to **Good** because it is less prominent than the Eaton Centre. The name and address are **Correct**. Based on the best available evidence (including interior maps of the mall available online) the exact position of the bookstore under the rooftop can be found. A pin falling on the green area (bookstores's position) is **Perfect**. The rest of the mall is **Approximate**.	

Confidential
255890

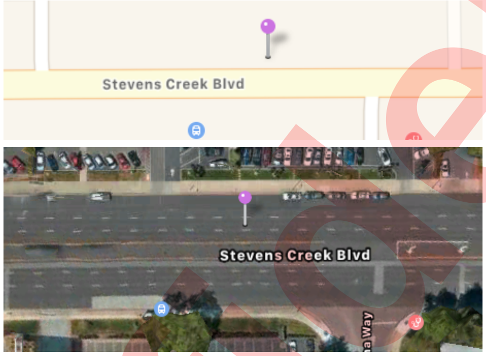
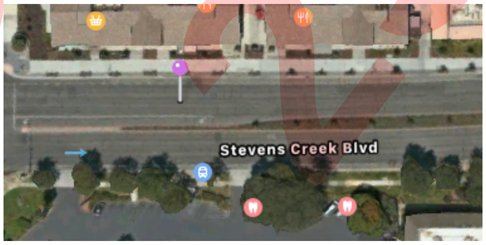
Query	Results	Ratings and Explanation	
[220 yonge st toronto] *User in Toronto, Canada*	**Moneysworth & Best** 220 Yonge St Toronto, ON M5B 2H1 Classification: Shoe Repair 	Relevance	**Acceptable** (Distance/ Prominence)
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		Most people come to the mall to shop, so this shoe repair service, also at 220 Yonge Street, is much less prominent and a much less likely intent than other stores in the mall. Its relevance is demoted to **Acceptable**. The store is very small and located underground. When comparing the official map provided by the mall with the satellite, the store's location can be established inside the green area.	

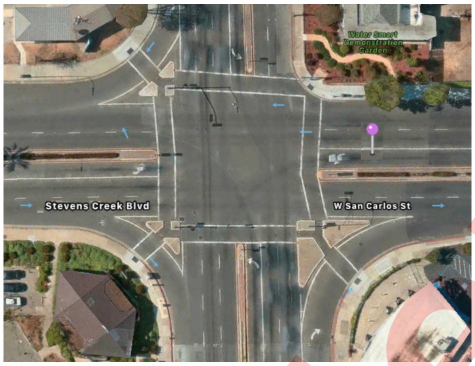
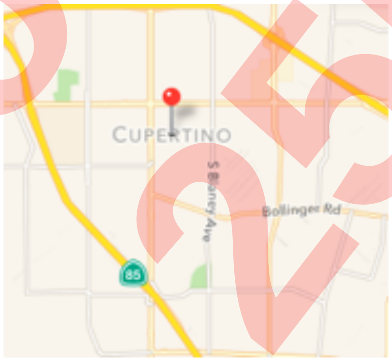
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">[220 yonge st toronto]
User in Toronto, Canada</td><td rowspan="5">Subway
260 Yonge St
Toronto, ON M5B 2H1, CAN
Classification: Fast Food
</td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This fast-food restaurant is not located at 220 Yonge Street. The name and address in the result are Correct and the pin placement is Perfect.
The official venue map shows the precise location of the restaurant, but finding the perfect area is a little tricky. Given all evidence, the Perfect location (green area) can be estimated generously.</td></tr>
</table>

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">[1141 Highbury Ave, London, Ontario]
<i>User in London, Canada</i></td><td rowspan="5">Swiss Chalet
1141 Highbury Ave
London, ON N5Y 1A5 CAN

</td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Approximate</td></tr>
<tr><td colspan="2">All four of these businesses:
1. Swiss Chalet
2. Wings Kitchen
3. Fast Photo
4. Globally Local
share the 1141 Highbury Ave address and are of similar prominence. They are all equally likely to be the intent of a user with this query. This means that all results can be rated Excellent.
Compare this example to the Eaton Centre example, above, where there is a single most prominent POI at the address that is the dominant user intent.
In the diagram at left, the pin is in the parking lot and would be rated Approximate for any of the results.</td></tr>
</table>

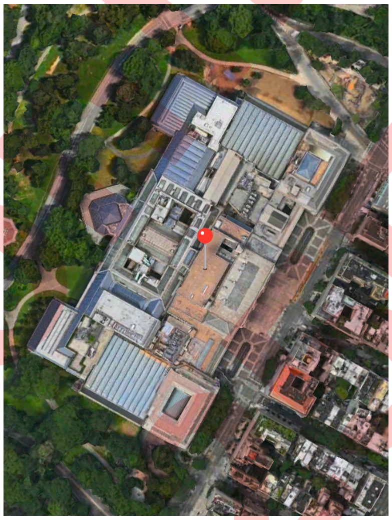
Address queries can also be just the name of a street, neighborhood, intersection, or city. Results for streets, neighborhoods, intersection and city queries are eligible for **Navigational**.

The expectation is that we return the requested entity with the same level of broadness that the user requested, which may not include all of the elements of a full address.

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings & Explanation</th></tr>
<tr><td rowspan="11">[stevens creek blvd cupertino]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Stevens Creek Blvd
Stevens Creek Blvd
Cupertino, CA
Classification: n/a
 </td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The query is for a street in Cupertino, CA. The postal code is optional for such results, but if the postal code is returned, any portion of the street has to belong to that postal code area. The pin appears to fall outside the street boundaries in the vector view. However, in satellite it is still within the boundaries. Whenever there is a discrepancy the most favorable layer should be used to determine pin accuracy.</td></tr>
<tr><td rowspan="5">Stevens Creek Blvd
Stevens Creek Blvd
San Jose, CA
Classification: n/a
 </td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address</td><td>Incorrect – Locality</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Understanding what sort of result we have is vital in order to be able to rate correctly. Looking at all the elements of the result will help you achieve this goal. The pin is dropped on Stevens Creek Blvd in Cupertino therefore the result clearly satisfies the query even though the locality listed in the result is incorrect. The Address Accuracy for this result will be rated Incorrect – Locality.</td></tr>
</table>

Query	Results	Ratings & Explanation
[stevens creek blvd cupertino]	**Stevens Creek Blvd** Stevens Creek Blvd San Jose, CA Classification: n/a  Water Smart Demonstration Garden Stevens Creek Blvd W San Carlos St	Relevance: **Bad** (User Intent) Name Accuracy: **n/a** Address: **Correct** Pin Accuracy: **Wrong** In this example, the pin and address information point to a result in San Jose which does not satisfy the user intent. The pin is dropped on the portion of the road after Stevens Creek Blvd turns into W San Carlos St., which is a different street. Since the pin does not fall within the boundaries of Stevens Creek Blvd it should be considered **Wrong**.
	Cupertino, CA Cupertino, CA Classification: n/a  CUPERTINO S Blaney Ave Bollinger Rd 85	Relevance: **Bad** (User Intent) Name Accuracy: **n/a** Address: **Correct** Pin Accuracy: **Perfect** This result for an entire city does not satisfy user intent when the query was for a street in that city. Pin is dropped within the boundaries of the city of Cupertino and is rated **Perfect**.

Query	Results	Ratings & Explanation	
[stevens creek blvd cupertino]	**19062 Stevens Creek Blvd** 19062 Stevens Creek Blvd Cupertino, CA, 95014 Classification: n/a 	Relevance	**Bad** (User Intent)
		Name Accuracy	**n/a**
		Address	**Correct**
		Pin Accuracy	**Perfect**
		The result includes a street number when the query is just for a street, making this result too specific for the requested query. The pin is dropped on the result address.	
	Little Sheep Mongolian Hot Pot 19062 Stevens Creek Blvd Cupertino, CA, 95014 Classification: Chinese 	Relevance	**Bad** (User Intent)
		Name Accuracy	**Correct**
		Address	**Correct**
		Pin Accuracy	**Perfect**
		The result is for a business on the street. When the query is for an entire street, returning a business is too specific a result for the requested query.	
	Stevens Creek and De Anza Blvd. Stop Cupertino CA 95014 Classification: Bus Stop 	Relevance	**Bad** (User Intent)
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The result is for a bus stop on the street. This random result does not satisfy the user's intent and lacks prominence compared to the very long street.	

Query	Results	Ratings & Explanation	
[upper east side]	**Is there a Navigational Result for this Query?**		**Yes**
	Upper East Side Upper East Side New York, NY 10021 Classification: n/a 	Relevance	**Navigational**
		Name Accuracy	**n/a**
		Address	**Correct**
		Pin Accuracy	**Perfect**
		The result is the requested neighborhood and therefore is rated **n/a** for Name Accuracy. The postal code is correct and belongs to the requested neighborhood. A **Perfect** pin can drop anywhere within the boundaries of the neighborhood.	
	Metropolitan Museum of Art 1000 5th Ave New York, NY 10028 Classification: Art Gallrey 	Relevance	**Good** (User Intent)
		Name Accuracy	**Incorrect**
		Address	**Correct**
		Pin Accuracy	**Perfect**
		Research shows the Metropolitan Museum, one of the most famous museums in the world, is located on the Upper East Side. Its extremely high international prominence qualifies it for a **Good** rating due to secondary intent for this query. The Name Accuracy rating for this result is **Incorrect** due to the misspelling of the classification.	

Query	Results	Ratings & Explanation	
	Boqueria Upper East Side 1460 2nd Ave New York, NY 10075 Classification: Spanish 	Relevance	**Bad** (User Intent)
		Name Accuracy	**Correct**
		Address	**Correct**
		Pin Accuracy	**Perfect**
		The result is for a business within the queried neighborhood. Even though the business name contains the query terms, this result does not satisfy user Intent, and is not internationally prominent enough to be considered relevant for the query.	
	1596 2nd Ave 1596 2nd Ave New York, NY 10028 Classification: n/a 	Relevance	**Bad** (User Intent)
		Name Accuracy	**n/a**
		Address	**Correct**
		Pin Accuracy	**Perfect**
		The result is for a specific address within the neighborhood. This result is too specific for the broader query. The address is not internationally prominent enough to satisfy the intent for the query.	
[Cork, Ireland]	**Is there a Navigational Result for this Query?**		**Yes**
	Cork Cork, Ireland Classification: n/a 	Relevance	**Navigational**
		Name Accuracy	**n/a**
		Address	**Correct**
		Pin Accuracy	**Perfect**
		The result is for the city of Cork in Ireland. A perfect pin can drop anywhere within the city boundaries.	

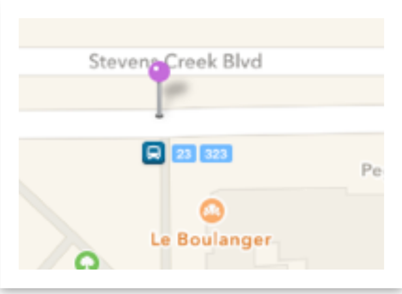
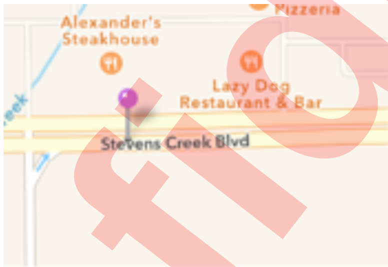
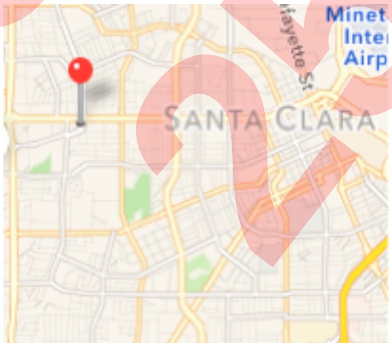
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings & Explanation</th></tr>
<tr><td rowspan="10"></td><td rowspan="5">Cork Airport
Kinsale Rd
Cork, Ireland
Classification: Airport

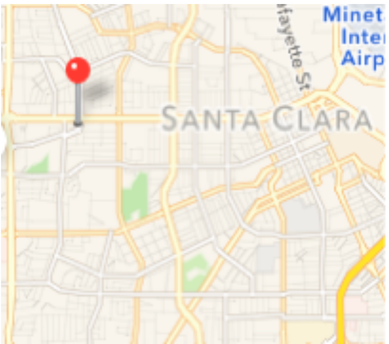
Cork Airport (ORK)
N27
R600

</td><td>Relevance</td><td>Good (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The result is for a transit POI, which satisfies a secondary query intent. The address and pin are correct.</td></tr>
<tr><td rowspan="5">Cork City Library
57-61 Grand Parade
Cork, Ireland
Classification: Library
 </td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The result is for a POI within the city. This does not satisfy secondary intent for the query as it is neither internationally prominent nor a transit POI.</td></tr>
<tr><td rowspan="6">[Stevens Creek and De Anza]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Stevens Creek and De Anza Blvd
Stevens Creek and De Anza Blvd
Cupertino CA 95014
Classification: n/a

Valero
Stevens Creek Blvd
Chevron
Le Boulanger
S De Anza Blvd
Juniper Hotel Cupertino

</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The query is for an intersection and the specific intersection is returned.</td></tr>
</table>

Query	Results	Ratings & Explanation
	Stevens Creek and De Anza Blvd. Stop Cupertino CA 95014 Classification: Bus Stop  Stevens Creek Blvd 23 323 Pe Le Boulanger	Relevance: **Good/Acceptable** (User Intent) Name Accuracy: **Correct** Address: **Correct** Pin Accuracy: **Perfect** The query is for an intersection and a bus stop with the same name is returned. In some countries, bus stops carry the same name as the intersection where they are located and can satisfy a secondary intent for the query. The pin falls where a user would wait for the bus.
	Stevens Creek Blvd Stevens Creek Blvd Cupertino CA 95014 Classification: n/a  Pizzeria Alexander's Steakhouse Lazy Dog Restaurant & Bar Stevens Creek Blvd eek	Relevance: **Bad** (User Intent) Name Accuracy: **n/a** Address: **Correct** Pin Accuracy: **Perfect** The query is for an intersection and we return just one of the streets from the query. This does not satisfy user intent.
[95051]	**Is there a Navigational Result for this Query?**	**Yes**
	95051 Santa Clara, CA, 95051 Classification: n/a  Minet Inte Airp ifayette St SANTA CLARA	Relevance: **Navigational** Name Accuracy: **n/a** Address Accuracy: **Correct** Pin Accuracy: **Perfect** The expectation for this result is to include locality, state and postal code. Other components are optional, but if present they need to be correct. The pin must drop within the boundaries of the locality presented in the result.

Query	Results	Ratings & Explanation	
	Santa Clara Santa Clara, CA Classification: n/a 	Relevance	**Navigational**
		Name Accuracy	**n/a**
		Address Accuracy	**Incorrect** – Postal Code
		Pin Accuracy	**Perfect**
		The expectation for this result is to include locality, state and postal code. The postal code is a mandatory component for a postal code query. The pin must drop within the boundaries of the locality presented in the result.	

10.2. Non-Specific Address

For queries where the location intent is not explicitly stated in the query, you must infer the location intent from the user's viewport and the user's location. One difficulty in evaluating address queries has to do with partial addresses, which could refer to multiple locations.

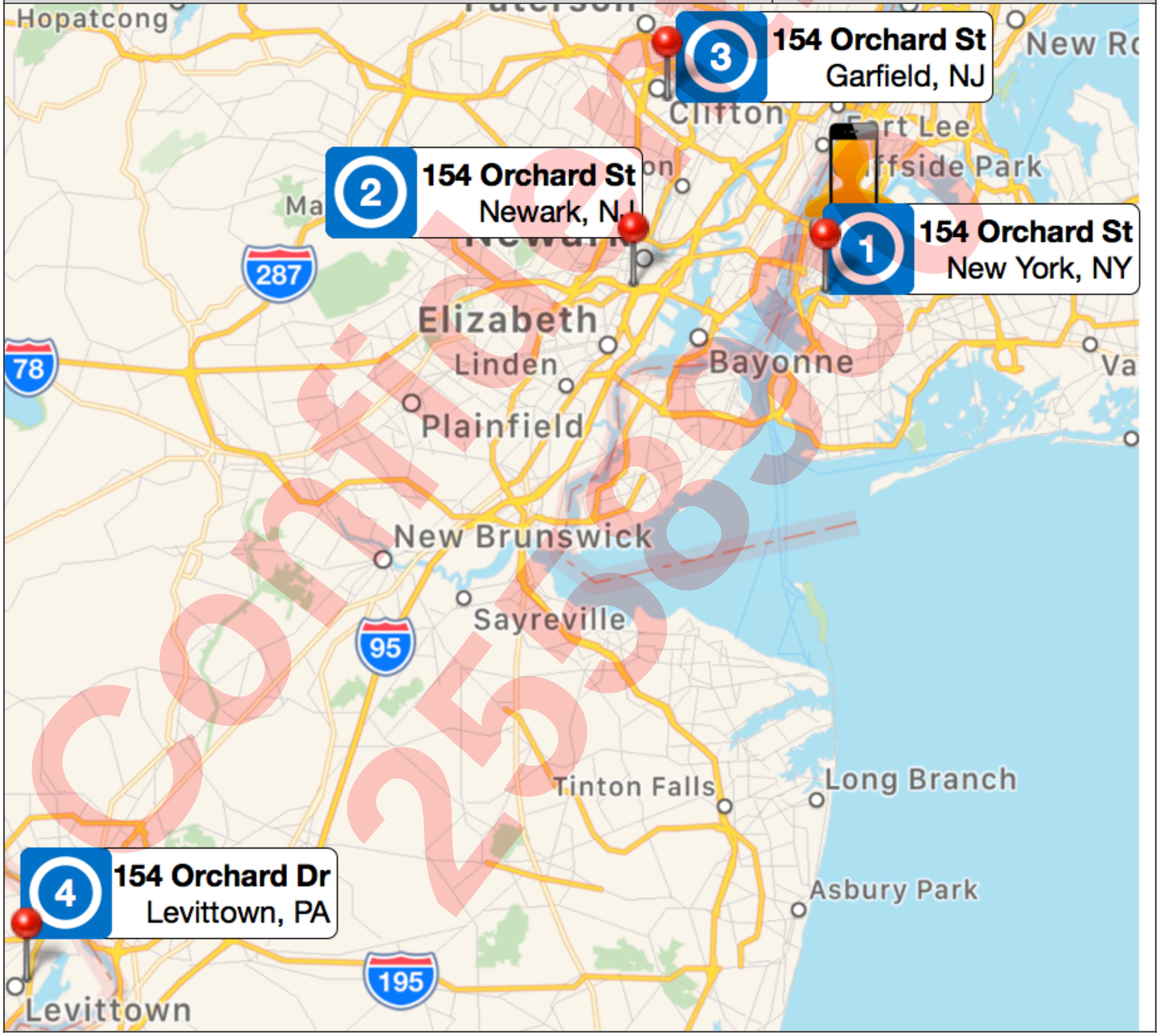
Generally, for partial addresses, users are looking for the location closest to their position or within/near the fresh viewport. Some general considerations:

- Exact location that exists returned very close to the user is eligible for **Navigational**, unless other addresses that satisfy the user intent are also very close.
- Exact location returned within a fresh viewport is eligible for **Navigational**, unless other addresses that satisfy the user intent are also very close.
- Results that are farther away from an ideal result but can potentially satisfy the user's intent can be rated as high as **Good** (Distance/Prominence)
    - Results are demoted based on distance.
    - Results are demoted based on the density of potential results in a given area
- Results that are too far away will be rated **Bad** (Distance/Prominence)

Consider the query **[154 orchard st]** in different scenarios:

Scenario 1: Fresh viewport over Midtown Manhattan in New York City.

Query	User and Viewport
[154 orchard st]	*User and fresh viewport over Midtown Manhattan in New York City*
User Intent: The query does not specify in which locality the address is expected. Use the location intent given by the user and viewport to rate the results.	
Is there a Navigational Result for this Query?	Yes



Hopatcong
Paterson
3 154 Orchard St Garfield, NJ
New Ro
Clifton
Fort Lee
Cliffside Park
2 154 Orchard St Newark, NJ
Ma
1 154 Orchard St New York, NY
287
Newark
Elizabeth
78
Linden
Bayonne
Va
Plainfield
New Brunswick
Sayreville
95
Tinton Falls
Long Branch
4 154 Orchard Dr Levittown, PA
Asbury Park
195
Levittown

<table>
<tr><th>Results</th><th>Ratings and Explanation</th></tr>
<tr>
<td>

① **154 Orchard St**
154 Orchard St, New York, NY 10002
Classification: n/a

</td>
<td>
<table>
<tr><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
</table>

The result is in Lower Manhattan, very close to the user location.

</td>
</tr>
<tr>
<td>

② **154 Orchard St**
154 Orchard St, Newark, NJ 07102
Classification: n/a

</td>
<td>
<table>
<tr><td>Relevance</td><td>Good (Distance/Prominence)</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
</table>

The result is farther away from the viewport, but still matches the query.

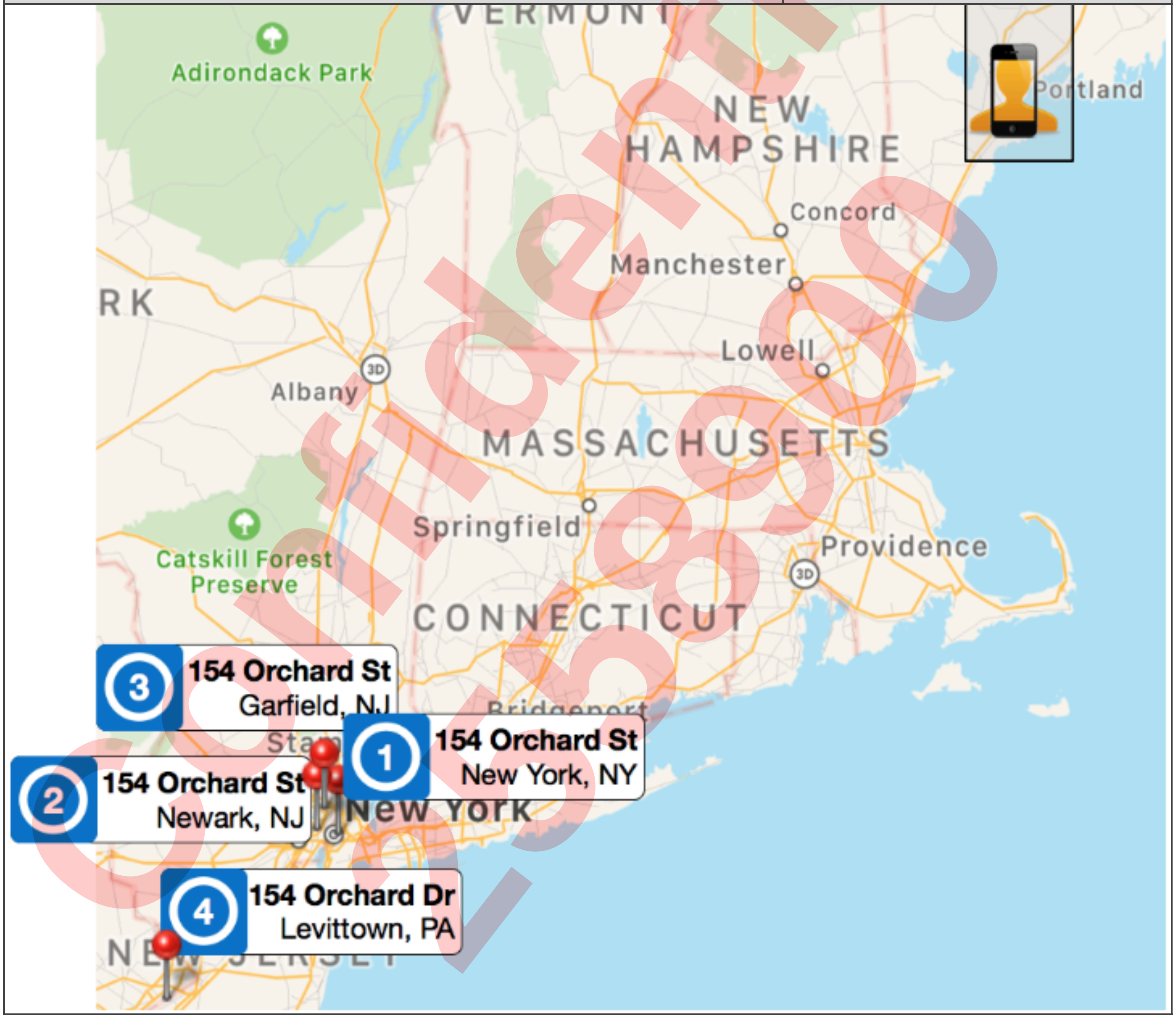
</td>
</tr>
</table>

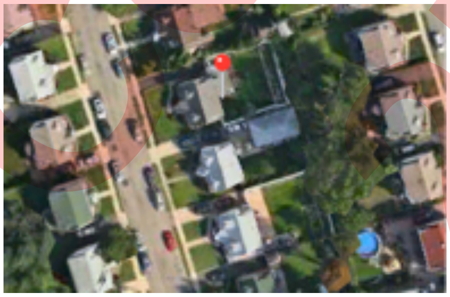
Confidential
2558900

Results	Ratings and Explanation	
③ **154 Orchard St** 154 Orchard St, Garfield, NJ 07026 Classification: n/a 	Relevance	**Good** (Distance/Prominence)
	Name Accuracy	**n/a**
	Address Accuracy	**Correct**
	Pin Accuracy	**Perfect**
	The result is farther away from the viewport, but still matches the query.	
④ **154 Orchard Dr** 154 Orchard Dr, Levittown, Pennsylvania 19054 Classification: n/a 	Relevance	**Bad** (Distance/Prominence)
	Name Accuracy	**n/a**
	Address Accuracy	**Correct**
	Pin Accuracy	**Wrong**
	The result is in a different state and very far away from the user's viewport. The street type does also not match the query. The pin lands on the house with the street number 114, which can be verified via street imagery. Since this is several houses down from the intended address, it is incorrect.	

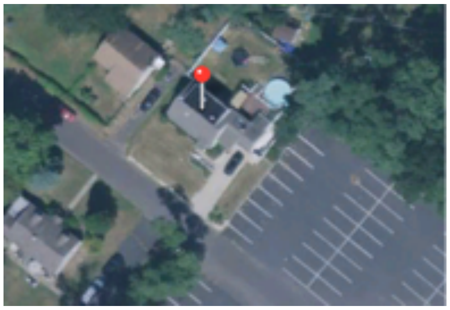
Scenario 2: Viewport/user's location is in Maine. There is no address in the vicinity that contains **[154 Orchard St]**. All locations with this address are far from the location intent of the query.

Query	User and Viewport
[154 orchard st]	*User and viewport in Maine*
User Intent: Since there is no matching result close to the location intent given by the user and viewport, the closest address is rated without demotion for user intent or distance/prominence.	
Is there a Navigational Result for this Query?	**No**


VERMONT
Adirondack Park
NEW HAMPSHIRE
Portland
Concord
Manchester
RK
Lowell
Albany
MASSACHUSETTS
Springfield
Catskill Forest Preserve
Providence
CONNECTICUT
3
154 Orchard St
Garfield, NJ
Bridgeport
1
154 Orchard St
New York, NY
2
154 Orchard St
Newark, NJ
New York
4
154 Orchard Dr
Levittown, PA
NEW JERSEY

<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">① **154 Orchard St**
154 Orchard St, New York, NY 10002
Classification: n/a
 </td><td>Relevance</td><td>**Excellent**</td></tr>
<tr><td>Name Accuracy</td><td>**n/a**</td></tr>
<tr><td>Address Accuracy</td><td>**Correct**</td></tr>
<tr><td>Pin Accuracy</td><td>**Perfect**</td></tr>
<tr><td colspan="2">This location is among the closest possible results to the viewport/user’s location.</td></tr>
<tr><td rowspan="5">② **154 Orchard St**
154 Orchard St, Newark, NJ 07102
Classification: n/a
 </td><td>Relevance</td><td>**Excellent**</td></tr>
<tr><td>Name Accuracy</td><td>**n/a**</td></tr>
<tr><td>Address Accuracy</td><td>**Correct**</td></tr>
<tr><td>Pin Accuracy</td><td>**Perfect**</td></tr>
<tr><td colspan="2">This location is among the closest possible results to the viewport/user’s location.</td></tr>
<tr><td rowspan="5">③ **154 Orchard St**
154 Orchard St, Garfield, NJ 07026
Classification: n/a
</td><td>Relevance</td><td>**Excellent**</td></tr>
<tr><td>Name Accuracy</td><td>**n/a**</td></tr>
<tr><td>Address Accuracy</td><td>**Correct**</td></tr>
<tr><td>Pin Accuracy</td><td>**Perfect**</td></tr>
<tr><td colspan="2">This location is among the closest possible results to the viewport/user’s location.</td></tr>
</table>

Confidential
2558900

<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">④ 154 Orchard Dr
154 Orchard Dr, Levittown, Pennsylvania 19054
Classification: n/a
</td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Wrong</td></tr>
<tr><td colspan="2">This location is farther from the viewport/user location than the result in New York and therefore demoted for distance. The user is also looking for a Street, but has been presented with a Drive.

The pin lands on the house with the street number 114 which can be verified via street imagery. Since this is several houses down from the intended address, it is Wrong.</td></tr>
</table>

Here is another example of an address query with implicit location intent. Although this is a common address in US cities, it overwhelmingly refers to the location of the White House and should be considered the primary intent of the query unless an additional location modifier is provided (i.e. state, city, or postal code) or a different 1600 Pennsylvania Ave that's not the White House is already in or very near the location intent.

Scenario 1: Fresh viewport on Los Angeles, CA (not near Richmond, CA):

Query	Results	Ratings and Explanation	
[1600 pennsylvania ave] *Fresh viewport on Los Angeles, CA (not near Richmond, CA)*	**Is there a Navigational Result for this Query?**		**Yes**
	The White House 1600 Pennsylvania Ave, Washington, DC, 20500 United States Classification: Landmark 	Relevance	**Navigational**
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The POI associated with this address is overwhelmingly prominent and this is the most likely intent.	
	1600 Pennsylvania Ave 1600 Pennsylvania Ave, Richmond, CA 94801 Classification: n/a 	Relevance	**Acceptable/Bad** (Distance/Prominence)
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		Technically a match, but considering the user's viewport it is less likely that the user is looking for this location.	

Confidential
23890

Scenario 2: The fresh viewport is in San Francisco, CA (near Richmond, CA). The proximity of the user viewport to the Richmond location makes this location just as relevant as the prominent location in Washington DC.

Query	Results	Ratings & Explanation	
[1600 pennsylvania ave] *Fresh viewport on San Francisco, CA (near Richmond, CA)*	**Is there a Navigational Result for this Query?**		**No**
	The White House 1600 Pennsylvania Ave, Washington, DC, 20500 Classification: Landmark 	Relevance	**Excellent**
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		Both results are equally valid, so neither can get **Navigational** and should instead be rated **Excellent**.	
	1600 Pennsylvania Ave 1600 Pennsylvania Ave, Richmond, CA 94801 Classification: n/a 	Relevance	**Excellent**
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		Both results are equally valid, so neither can get **Navigational** and should instead be rated **Excellent**.	

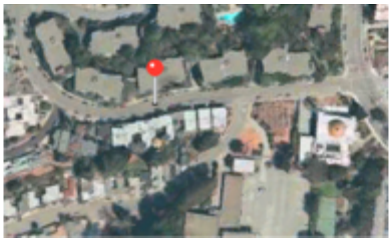
10.3. Query Address Does Not Exist

To be useful to the user, address results need to point to either a building with that address or a plot of land that has been officially assigned the address. Sometimes your research will show that a full query address does not exist (or no major search engine will be able to determine its exact location). In cases like this, you will see one of three types of results:

- **The closest verified address (on the same street and in the same city and state):** Rate relevance as **Excellent**.
- **The same address as the query address:** Rate relevance as **Excellent** and address as **Incorrect** – Address does not exist. The pin will be rated **Can't Verify**.
- **The queried street without a street number:** Rate relevance as **Acceptable**.

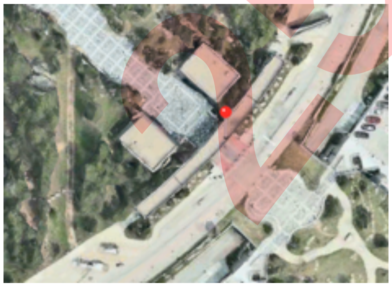
When a queried address does not exist, the answer to the question "Is there a navigational result for this query" will always be **No**.

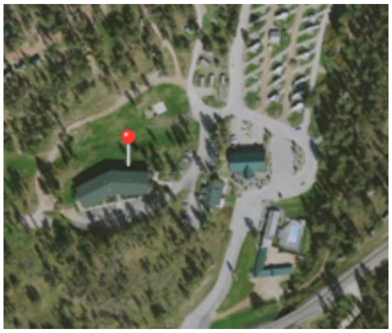
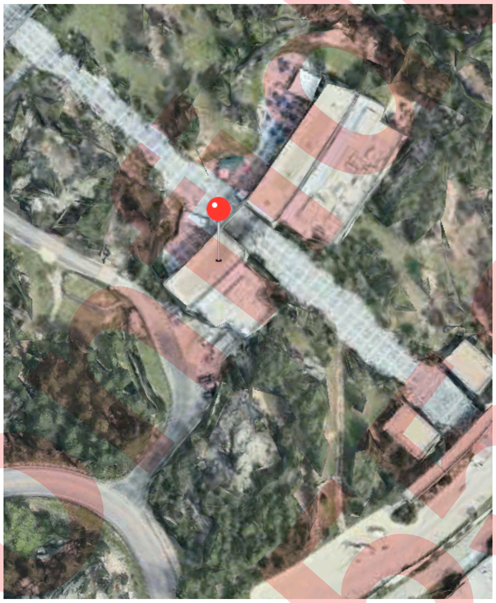
<table>
<tr><th>Query</th><th colspan="2">Results</th><th>Ratings and Explanation</th></tr>
<tr><td rowspan="12">[2001 Duncan St, San Francisco]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">1099 Duncan St
1099 Duncan St., San Francisco, 94131, CA
Classification: n/a
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">If 2001 does not actually exist then selecting 1099, the closest address on the same street in the same city and state that does exist, is considered correct.
For a locale that uses the rule of even numbers on one side of the street and the odd numbers on the other, we need to return the closest existing address on the same side of the street as the query. If the rule of odds and evens does not apply then the closest numeric number will be considered correct.
The pin has to be correctly dropped on the address presented in the result to be rated Perfect.</td></tr>
<tr><td rowspan="5">2001 Duncan St
2001 Duncan St., San Francisco, 94131, CA
Classification: n/a
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Incorrect – Address does not exist</td></tr>
<tr><td>Pin Accuracy</td><td>Can’t Verify</td></tr>
<tr><td colspan="2">Duncan Street only goes up to number 1099, but the query requests a non-existent number. The result returned is the same as the queried address and should be rated as Excellent.
The pin rating for addresses that do not exist is Can’t Verify.</td></tr>
</table>

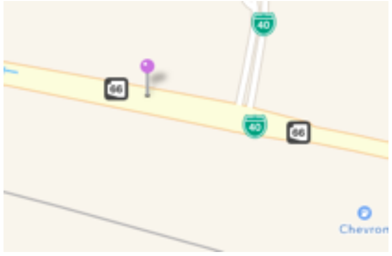
Query	Results	Ratings and Explanation	
	Duncan St Duncan St, San Francisco, 94131, CA Classification: n/a 	Relevance	**Acceptable** (User Intent)
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The result returns only the street with a pin dropped within the boundaries of the street. This result technically satisfies the user intent, but this intent is unlikely, so relevance should be rated **Acceptable**.	

10.4. Point of Interest

A correct location result should be rated **Navigational** for queries referring to a point of interest. Consider the query **[mount rushmore]**, the famous US monument. Although the query terms do not contain an explicit location, the Mount Rushmore monument is so prominent and unambiguous that its location should be considered the primary location intent. The user viewport and user location are irrelevant for this query because the user is looking for the place of interest no matter where they currently are.

Query	Results	Ratings and Explanation	
[mount rushmore]	**Is there a Navigational Result for this Query?**		**Yes**
	Mount Rushmore National Memorial 13000 S Dakota 244, Keystone, SD, United States Classification: Landmark 	Relevance	**Navigational**
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The pin can drop anywhere within the boundaries of the park to be rated **Perfect**.	

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="10"></td><td rowspan="5">Mount Rushmore KOA at Palmer Gulch
12620 Highway 244
Hill City, SD 57745
Classification: Campground
</td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result is a campground within the park and is not the park the user asked for.</td></tr>
<tr><td rowspan="5">Mount Rushmore Gift Shop
13000 SD-244, Keystone, SD 57751
Classification: Gift Shop
</td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result is a gift shop inside Mount Rushmore National Park and is not the park the user asked for. Both the Name and Address Accuracy are verified and rated Correct. The pin falls on the shop and is Perfect.</td></tr>
</table>

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="11">[route 66]
<i>Fresh viewport on Amarillo, TX</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Route 66
Seligman, AZ 86337
United States
Classification: n/a
 </td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result represents Route 66 and is rated Navigational regardless of user location, viewport, or the locality in the address. The pin can be dropped anywhere along the route.</td></tr>
<tr><td rowspan="5">Route 66 Indian buffet all 7 days
397 Las Colinas Blvd,
Irving, TX 75039
Classification: Indian
 </td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Partially Correct</td></tr>
<tr><td>Address Accuracy</td><td>Incorrect - Unit/Apt, Street Name</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The result is a randomly chosen business far from the user whose name includes the query terms. The result name differs from the official name variations used on the website: “Route 66 Fine Indian and American Cuisines” or “Route 66 Indian Cuisine”. However, the name is still recognizable and is rated Partially Correct. The address on the official website is “397 East Las Colinas Blvd” whereas the result address excludes “East”. Also, the official site lists a unit number, 180, which is missing from the address in the result.</td></tr>
</table>

Confidential
255900

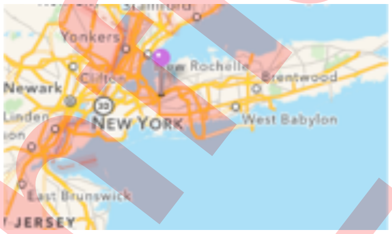
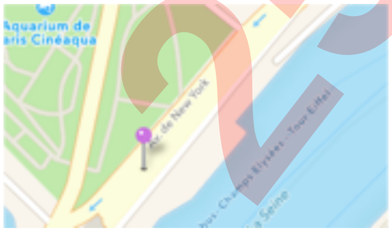
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="11">[Machu Picchu]
<i>Fresh viewport over Massachusetts, some distance away from Somerville, MA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Machu Picchu
Aguas Calientes, Peru

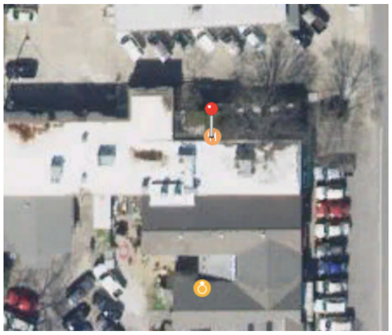
MACHU PICCHU

</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The result is an internationally known historical site and the most relevant result, making it the primary user intent.</td></tr>
<tr><td rowspan="5">Machu Picchu Restaurant
307 Somerville Ave, Somerville, MA 02143
 </td><td>Relevance</td><td>Good (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Since the result is reasonably close to the fresh user viewport, it will be considered secondary intent for this query.</td></tr>
</table>

10.5. Understanding Multiple Query Interpretations: Beyond Viewport and User Location

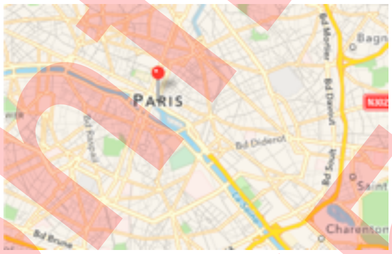
Many address/POI queries have multiple interpretations. Understanding which interpretation is most likely often requires extra research in addition to considering the viewport and user's location. It is critical to fully understand the query through research rather than guessing.

Query	Results	Ratings and Explanation	
[new york] *User and viewport somewhere in France*	**Is there a Navigational Result for this Query?**		**Yes**
	New York City New York City, NY, US Classification: n/a 	Relevance	**Navigational**
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		This is a very prominent result that satisfies the user intent.	
	New York State **New York, US** Classification: n/a 	Relevance	**Good** (User Intent)
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		This result refers to the state of New York and satisfies a secondary intent of the query.	
	Avenue de New York Avenue de New York, Paris, France Classification: n/a 	Relevance	**Good** (User Intent)
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The result is within the fresh viewport, but is not a very prominent street. Although this is still a possible interpretation, it is not a perfect match to the query and is overshadowed by the prominence of New York City.	

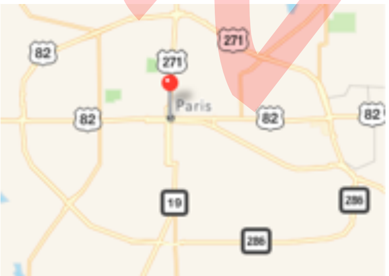
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="6">[amsterdam cafe]
<i>User and fresh viewport in Auburn, AL</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Amsterdam Cafe
410 South Gay St
Auburn, AL 36830
Classification: American (New)
</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The user and fresh viewport are close to Auburn, Alabama, this cafe is an exact match, and can therefore be considered the main intent.
The pin lands on the edge of the building, so by applying the tennis rule the pin will be rated as Perfect.</td></tr>
<tr><td rowspan="6">[amsterdam cafe]
<i>User and viewport somewhere in Europe</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Café de Jaren
Nieuwe Doelenstraat 20-22, 1012 CP Amsterdam, Netherlands
Classification: Café
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The user and viewport are in Europe, so cafes in the city of Amsterdam are the expected results.</td></tr>
<tr><td rowspan="6">[amsterdam cafe]
<i>User and fresh viewport in Maine, US</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Café de Jaren
Nieuwe Doelenstraat 20-22, 1012 CP Amsterdam, Netherlands
Classification: Café
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The user and viewport are in a rural area and there is no relevant result in the area, so the strongest matches are cafes in the city of Amsterdam.</td></tr>
</table>

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="6">[europe]
<i>User and viewport somewhere in US</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Europe
Europe
Classification: n/a

DENMARK
LATVIA
LITHUANIA
UNITED KINGDOM
IRELAND
NETHERLANDS
GERMANY
POLAND
BELARUS
SLOVAKIA
UKRAINE
HUNGARY
MOLDOVA
FRANCE
CROATIA
ROMANIA
ITALY
BULGARIA
SPAIN
PORTUGAL
GREECE
TURKEY
TUNISIA

</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The query is clearly for the European continent, so returning the continent should be rated Navigational. If the name of a local business exactly matches the query with no extra words then that business may be a reasonable interpretation of the query and should be rated based on distance from the user or viewport. All other businesses are Bad.</td></tr>
<tr><td rowspan="11">[paris]
<i>User and fresh viewport somewhere in San Francisco, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Paris
Paris, France
Classification: n/a


PARIS
Bagn
Bd Diderot
Charenton

</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The query [paris] can mean either the capital of France or one of the more than 10 towns across the USA with the same name. Because of the small population and lack of tourism in these small towns, the city in France should be rated Navigational unless the query's location intent is within or very close to one of these small US cities.</td></tr>
<tr><td rowspan="5">Paris
Texas, USA
Classification: n/a


82
271
271
Paris
82
82
82
19
286
286

</td><td>Relevance</td><td>Acceptable/Bad (User intent)</td></tr>
<tr><td>Name Accuracy</td><td>n/a</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result is unlikely to satisfy the user intent.</td></tr>
</table>

Confidential
2536900

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="6">[hunan]
<i>User and fresh viewport somewhere in San Francisco, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Brandy Ho's Hunan Food
217 Columbus Ave, San Francisco, CA 94133
Classification: Hunan
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The query [hunan] represents both the seventh most populous province in China and a popular type of cuisine. In this case, both user location and viewport are in the San Francisco Bay area. An online maps search done by a user in this area shows that the dominant intent of this query is for the cuisine. The province is a less likely, but still viable, intent that can be rated Acceptable.</td></tr>
</table>

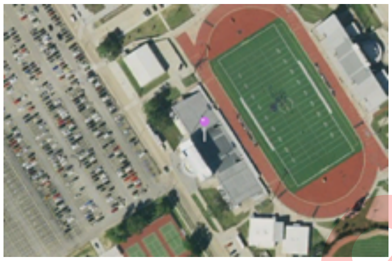
10.6. Business Queries

Before you rate a business query, consider:

- **Multiple interpretations:** Are there ways to interpret the query terms other than as a business name? French Laundry is both a famous restaurant in Napa and a type of laundromat/cleaner.
- **Number of locations:** How many locations of this business exist? If there are many of them (like Starbucks) then the user expects to find locations in or very close to the their location intent.
- **Population density:** Is the area of the business results urban, suburban, or rural? City dwellers are less willing to travel longer distances than suburban and rural users.

10.6.1. Non-Chain Businesses

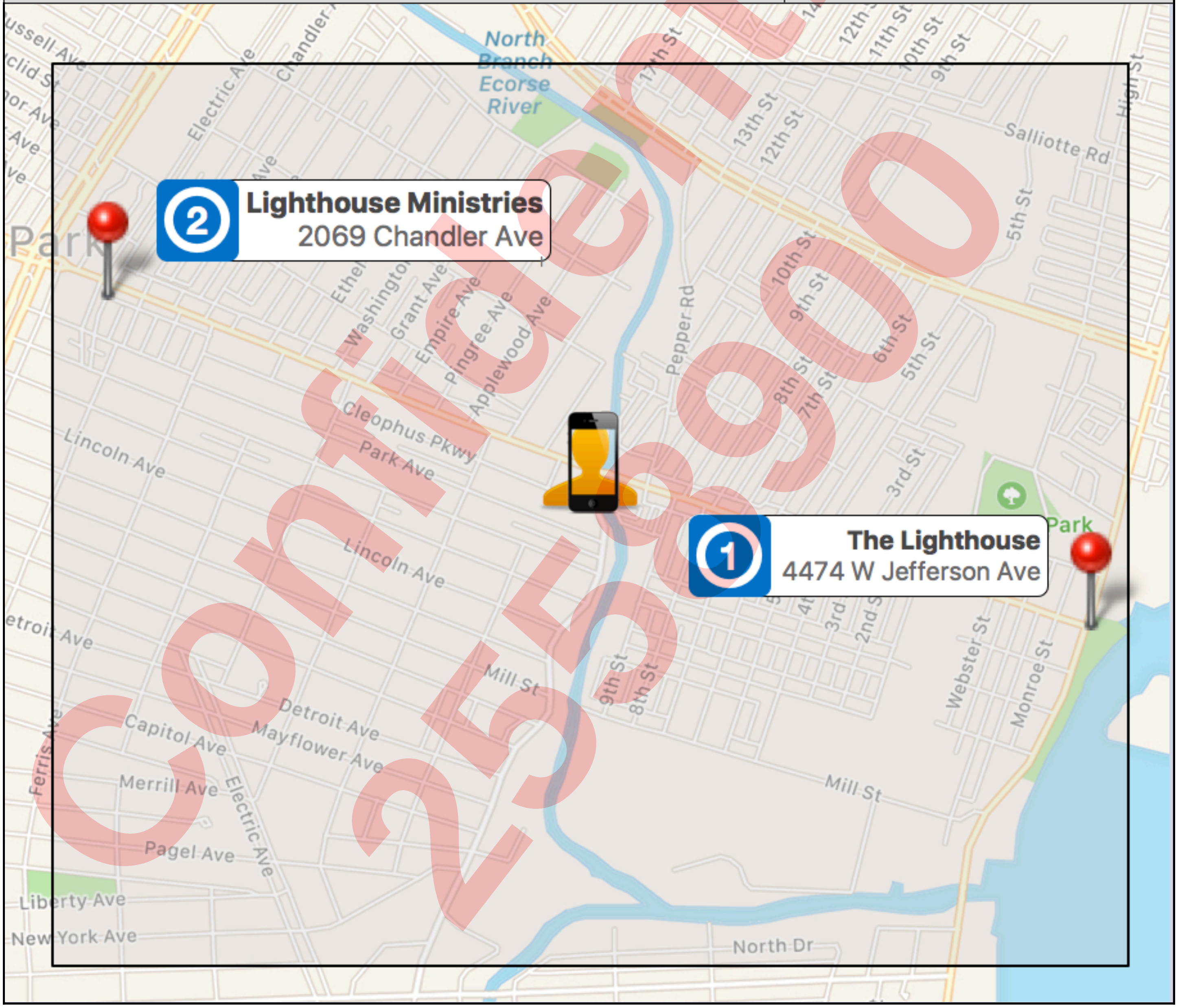
Some businesses have only **one location**, so treat and rate them as navigational queries. The correct location should be rated **Navigational** and any other results should receive **Bad** (User Intent).

Query	Results	Ratings and Explanation	
[klein high school] *User and Fresh Viewport in Spring TX*	**Is there a Navigational Result for this Query?**		**Yes**
	Klein High School 16715 Stuebner Airline Rd Spring, TX 77379 Classification: High School 	Relevance	**Navigational**
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		This is a perfect result for the query. While the city on the official website is 'Klein', because USPS validates the full address, as returned, in the city as 'Spring', we can rate the address as correct.	
	Klein Independent School District Central Office 7200 Spring Cypress Road Klein, TX 77379 Classification: School District Office 	Relevance	**Bad** (User Intent)
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The school district office is not relevant for the query.	

Query	Results	Ratings and Explanation	
[Gary Danko 800 North Point St, San Francisco, California 94109]	**Is there a Navigational Result for this Query?**		**Yes**
	Restaurant Gary Danko 800 North Point St, San Francisco, California 94109 Classification: American (New) 	Relevance	**Navigational**
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		This is a nationally famous restaurant in San Francisco with no other possible results.	
	800 North Point 800 North Point St, San Francisco, California 94109 	Relevance	**Bad** (User Intent)
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		When a user types in the name of a business or a POI along with its address, they expect to see the business mentioned in the query as part of the result. If the result is the address alone and does **not** mention the business, the user cannot be certain that the query and the result refer to the same thing. This is why the result's relevance is **Bad**.	
	Garry Lee, DDS 1259 Mason St, San Francisco, California 94108 Classification: Dentist 	Relevance	**Bad** (User Intent)
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		Result is unrelated to the queried restaurant.	

Sometimes there are multiple unrelated businesses with the same name in the same area. In this case, rate each business independently considering its relevance and distance from the location intent of the query.

Query	User and Viewport
[lighthouse]	*User inside a fresh viewport over in Dearborn, MI (a suburb of Detroit)*
User Intent: When there are multiple unrelated businesses with the same name in the same area, rate each business independently considering its relevance and distance from the location intent of the query.	
Is there a Navigational Result for this Query?	**No**


2
Lighthouse Ministries
2069 Chandler Ave
1
The Lighthouse
4474 W Jefferson Ave

<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">① The Lighthouse
4474 W Jefferson Ave
Ecorse, MI 48229
Classification: Pub
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This is one of the closest results that fits the user’s query. This result should receive the a relevance rating of Excellent.
Both the Name and Address Accuracy are verified and rated Correct.
The Pin lands on the correct rooftop.</td></tr>
<tr><td rowspan="5">② Lighthouse Ministries of Free Methodist Church
2069 Chandler Ave
Lincoln Park, MI 48146
Classification: Church
 </td><td>Relevance</td><td>Good (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This is one of the closest results and partially fits the query intent. This result is about the same distance from the user’s location as the result above (The Lighthouse), but is less likely to be the user's intent based on the query. Therefore, this result should be demoted based on secondary intent to Good.
Both the Name and Address Accuracy are verified and rated Correct.
The pin lands on the correct rooftop and is Perfect.</td></tr>
</table>

10.6.2. Chain Businesses

A query for a chain business is generally not considered an explicit query and is therefore **not** eligible a for **Navigational** rating unless the query contains a location modifier that points to a single unique location (see Chain Business with Location Modifier).

Chain businesses are businesses that have more than one location, and include everything from national chains like Starbucks, Target, Auchan, Albert Heijn, and Boots down to small local chains.

Distance evaluations should be based on chain business locations in the real world, not only the returned results.

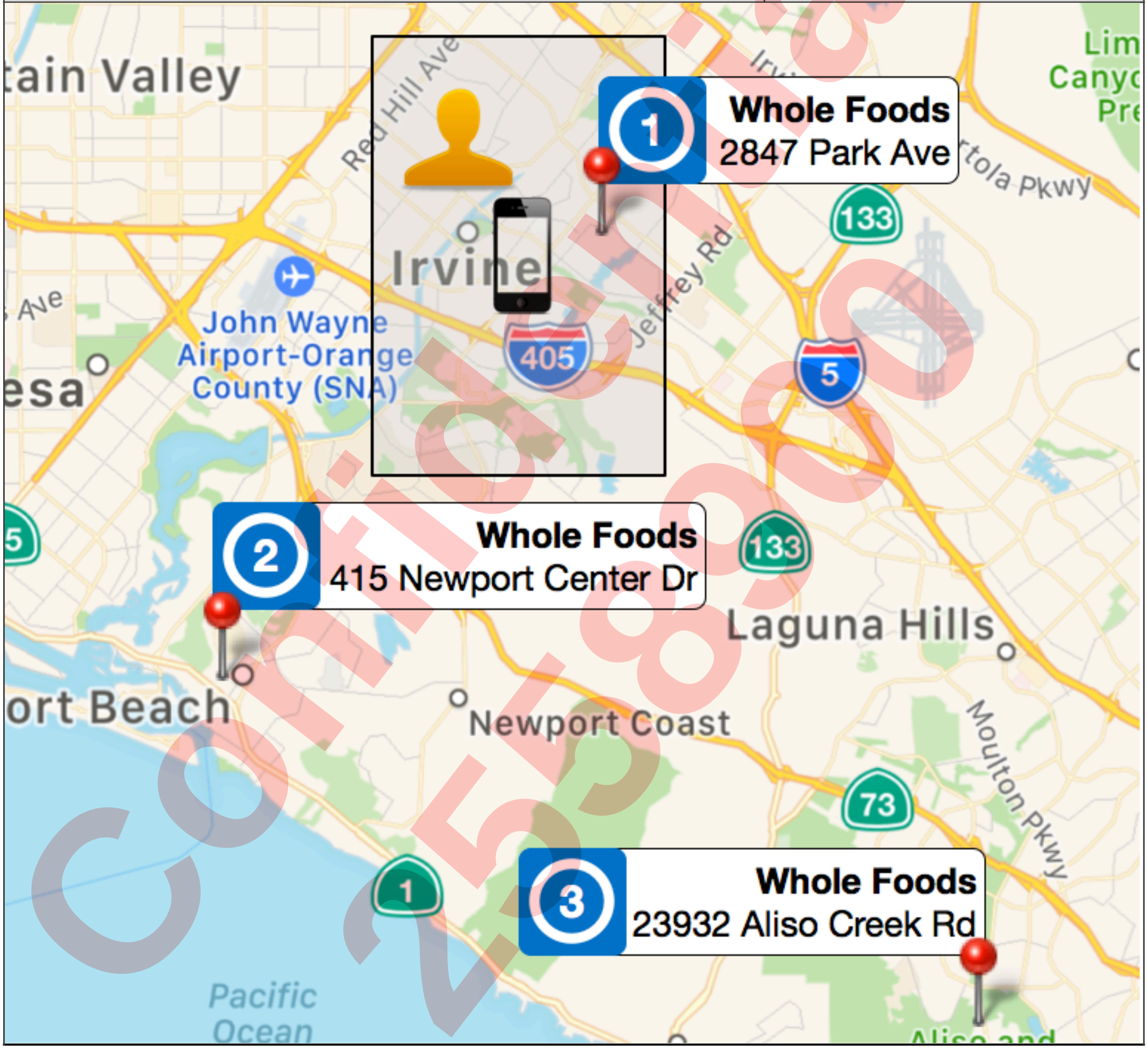
- The more locations the chain business has in the area, the closer the results should be in order to be considered relevant.
- The fewer locations the chain business has in the area, the more you can widen the distance for relevant results.

Note: Go to the chain business' official website and check the address of the specific branch you're rating. For each branch of a chain business, research to verify that it actually exists at the address listed in the result.

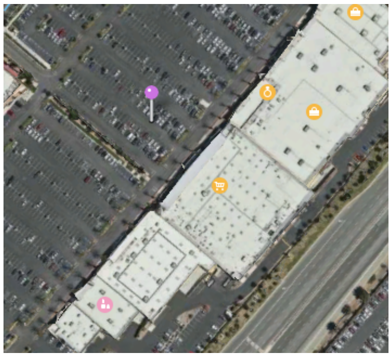
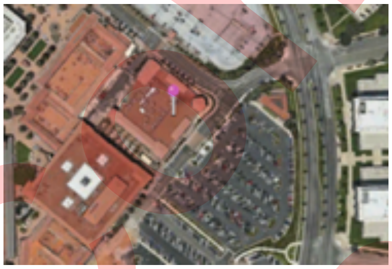
Query	User and Viewport
[whole foods]	*User and fresh viewport in Irvine, California*

User Intent: The user is clearly looking for the grocery chain Whole Foods close to their location or at least within the viewport.

Is there a Navigational Result for this Query?	**No**



tain Valley
Red Hill Ave
Irvine
Irv
1
Whole Foods
2847 Park Ave
rtola Pkwy
133
Lim
Canyo
Pre
Ave
John Wayne
Airport-Orange
County (SNA)
esa
405
Jeffrey Rd
5
5
2
Whole Foods
415 Newport Center Dr
133
Laguna Hills
ort Beach
Newport Coast
Moulton Pkwy
73
1
3
Whole Foods
23932 Aliso Creek Rd
Pacific
Ocean
Aliso and

Results	Ratings and Explanation	
Is there a Navigational Result for this Query?		**No**
① **Whole Foods** The District, 2847 Park Ave, Tustin, CA 92782 Classification: Grocery 	Relevance	**Excellent**
	Name Accuracy	**Correct**
	Address Accuracy	**Correct**
	Pin Accuracy	**Approximate**
	This is a Whole Foods store within the user's viewport as well as the closest Whole Foods location to Irvine. The pin is dropped within the shared parking lot of the result, making it **Approximate**.	
② **Whole Foods** Fashion Island, 415 Newport Center Dr, Newport Beach, CA 92660 Classification: Grocery 	Relevance	**Good** (Distance/Prominence)
	Name Accuracy	**Correct**
	Address Accuracy	**Correct**
	Pin Accuracy	**Perfect**
	This is a Whole Foods store in the same metro area, but is outside the user's viewport.	

<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">③ Whole Foods
Aliso Village Shopping Center, 23932 Aliso Creek Rd, Laguna Niguel, CA 92677
Classification: Grocery
 </td><td>Relevance</td><td>Acceptable (Distance/ Prominence)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This is a Whole Foods store in a neighboring city, outside of the viewport and a considerable distance away. As such this result is less relevant to the user and is rated Acceptable.</td></tr>
</table>

10.6.3. Chain Business with Location Modifier

If the query for a chain business includes a location modifier that points to a single unique branch of that business, that specific branch can be eligible for a **Navigational** rating.

When there are multiple results available for the location modifier, the highest possible rating for all results will be **Excellent**. Remember:

- User and viewport location should always be ignored when there is a location modifier
- Ratings must always be based on possible real-world results

There are two types of location modifiers:

- General location modifier (locality or postal code)
- Specific location modifier (street or full address)

10.6.3.1. General Location Modifier

Location modifiers in the form of localities or areas are considered to be general location modifiers.

Results inside the requested location

When the location modifier is general, results **inside** the specified location are not demoted for distance.

Location of results	Quantity of results inside the requested location	Rating and Explanation
Inside the requested location	One	If there is only one result present in the requested location, it should receive a rating of **Navigational**. It is promoted because it is the only result that satisfies the user intent
	More than one	When there are multiple results for the chain business in the requested location, they should all receive a rating of **Excellent**. Ignore user and viewport location. The user has already told you exactly where they are looking for results.

Results outside the requested location

When the location modifier is general, results **outside** the requested location are demoted based on how many results there are inside it.

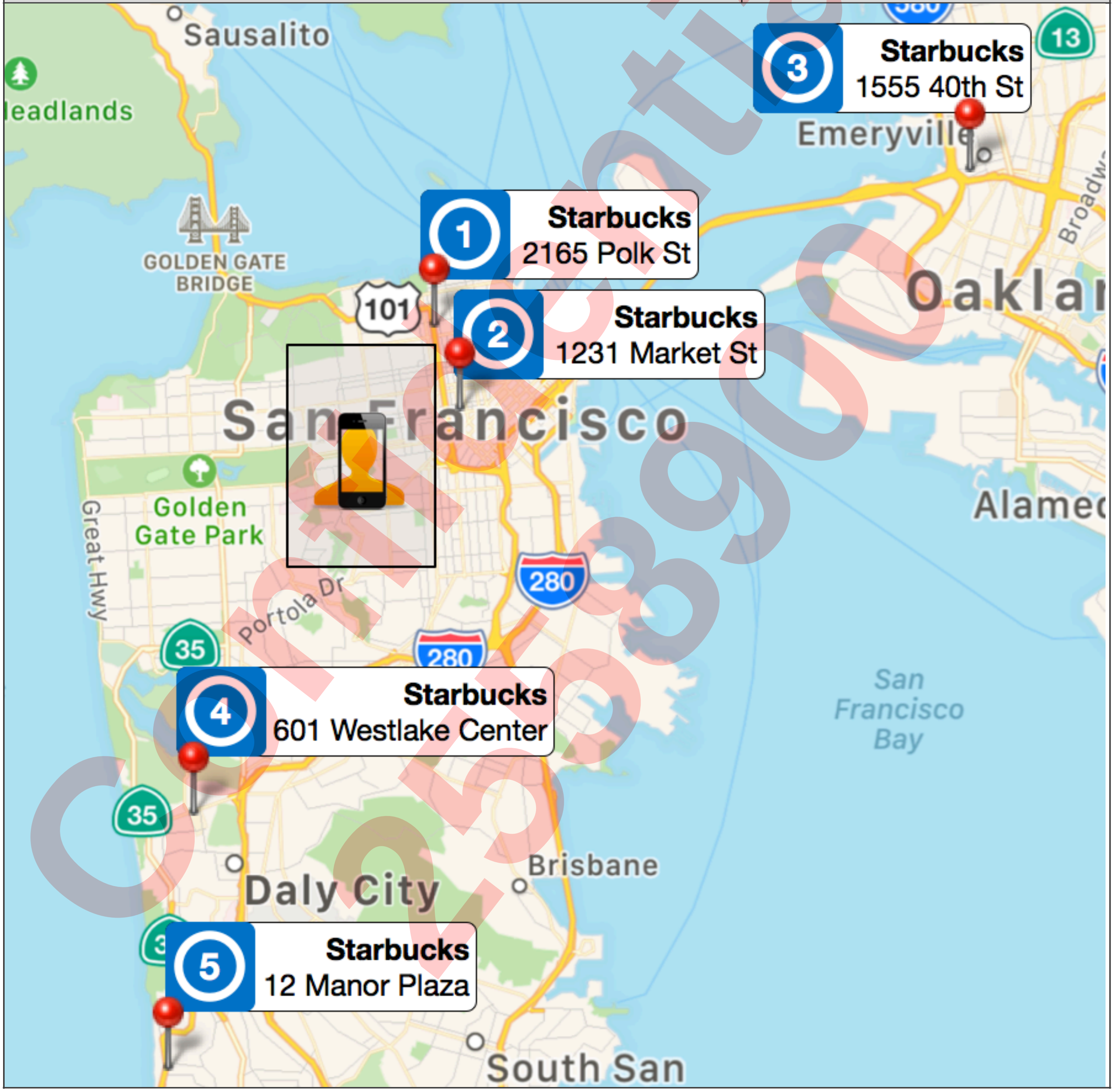
Location of results	Results inside the requested location	Rating and Explanation
Outside the requested location	None	If there are no results for the chain business inside the requested location, results outside the area may be demoted less severely depending on how close they are to the named location and how many branches of the chain exist in the real world. Ratings may range from **Excellent** to **Bad**. This is because when there are no locations of a chain business inside the requested area, results that are outside it can still be relevant. However, it's also possible for results to be so far away from the location that they have no relevance at all.

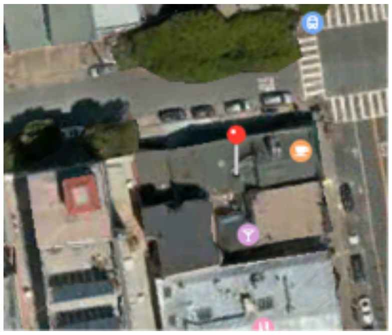
Location of results	Results inside the requested location	Rating and Explanation
	Few	If there are few results for the chain business inside the requested location, results outside the area may be demoted less severely depending on how close they are to the named location and how many branches of the chain exist in the real world. Ratings may range from **Good** to **Bad**. This is because when there are fewer locations of a chain business inside the requested area, results that are outside it can still be relevant. However, it's also possible for results to be so far away from the location that they have no relevance at all.
	Many	When there are are many results for the chain business inside the requested location, results outside the area are demoted to **Bad**. This is because there are multiple results that would satisfy user intent inside the requested area, so there's no need to look outside it.

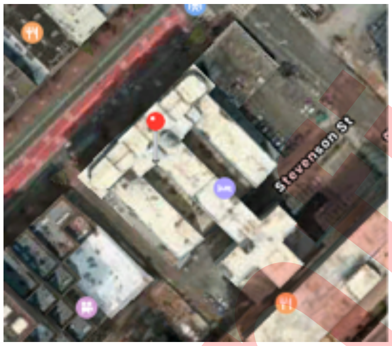
Query	User and Viewport
[Starbucks san francisco]	*User and fresh viewport in San Francisco, CA*

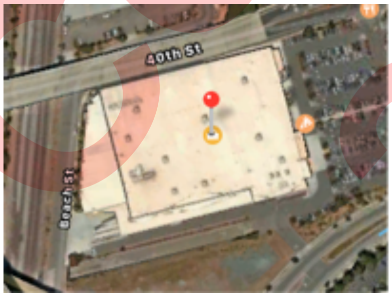
User Intent: The user is seeking a Starbucks in a specific location. The fresh viewport and user location can be ignored since the user has an area in mind for results. Because there are so many Starbucks within the named area, results outside it are rated **Bad**.

Is there a Navigational Result for this Query?	**No**


Sausalito
Headlands
Starbucks
1555 40th St
Emeryville
Starbucks
2165 Polk St
GOLDEN GATE BRIDGE
101
Starbucks
1231 Market St
Oakland
San Francisco
Golden Gate Park
Great Hwy
Alameda
280
Portola Dr
35
Starbucks
601 Westlake Center
San Francisco Bay
Brisbane
Daly City
Starbucks
12 Manor Plaza
South San
Broadway
13

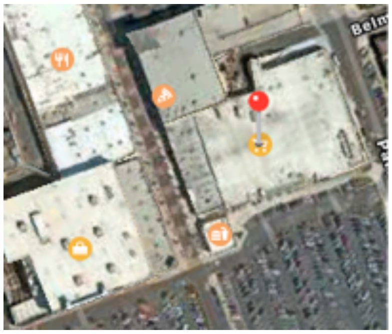
<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">① Starbucks
2165 Polk St, San Francisco, CA 94102
Classification: Coffee
</td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result is one of many Starbucks in the specified location, San Francisco, and is rated Excellent. All results within San Francisco are eligible for the highest possible initial rating of Excellent.

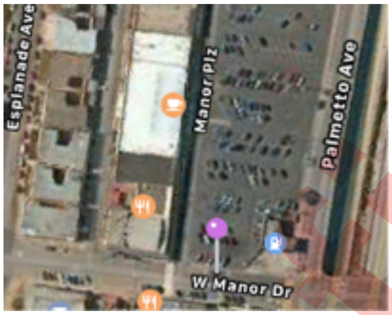
All the data for the result is correct.</td></tr>
<tr><td rowspan="5">② STARBUCKS
1231 Market St, San Francisco, CA 94103
Classification: Coffee
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result is one of many Starbucks in the specified location, San Francisco, and is rated Excellent. All results within San Francisco are eligible for the highest possible initial rating of Excellent.

The STARBUCKS name is written in capital letters. Because this is how the business refers to itself on storefront signs, it is Correct. The address is Correct and the Perfect pin lands on the correct rooftop.</td></tr>
<tr><td rowspan="5">③ Starbucks
1555 40th St. Emeryville, CA 94608
Classification: Coffee
 </td><td>Relevance</td><td>Bad (Distance/Prominence)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Approximate</td></tr>
<tr><td colspan="2">This Starbucks is outside of the boundaries of the specified location and should be rated Bad since there are so many Starbucks to choose from in San Francisco.

The name and address are Correct. Using the best available evidence — in this case, street imagery — the location of the Starbucks under the rooftop can be found. Since the pin falls on the correct rooftop, but not in the correct location, it is rated Approximate.</td></tr>
</table>

Confidential
255690

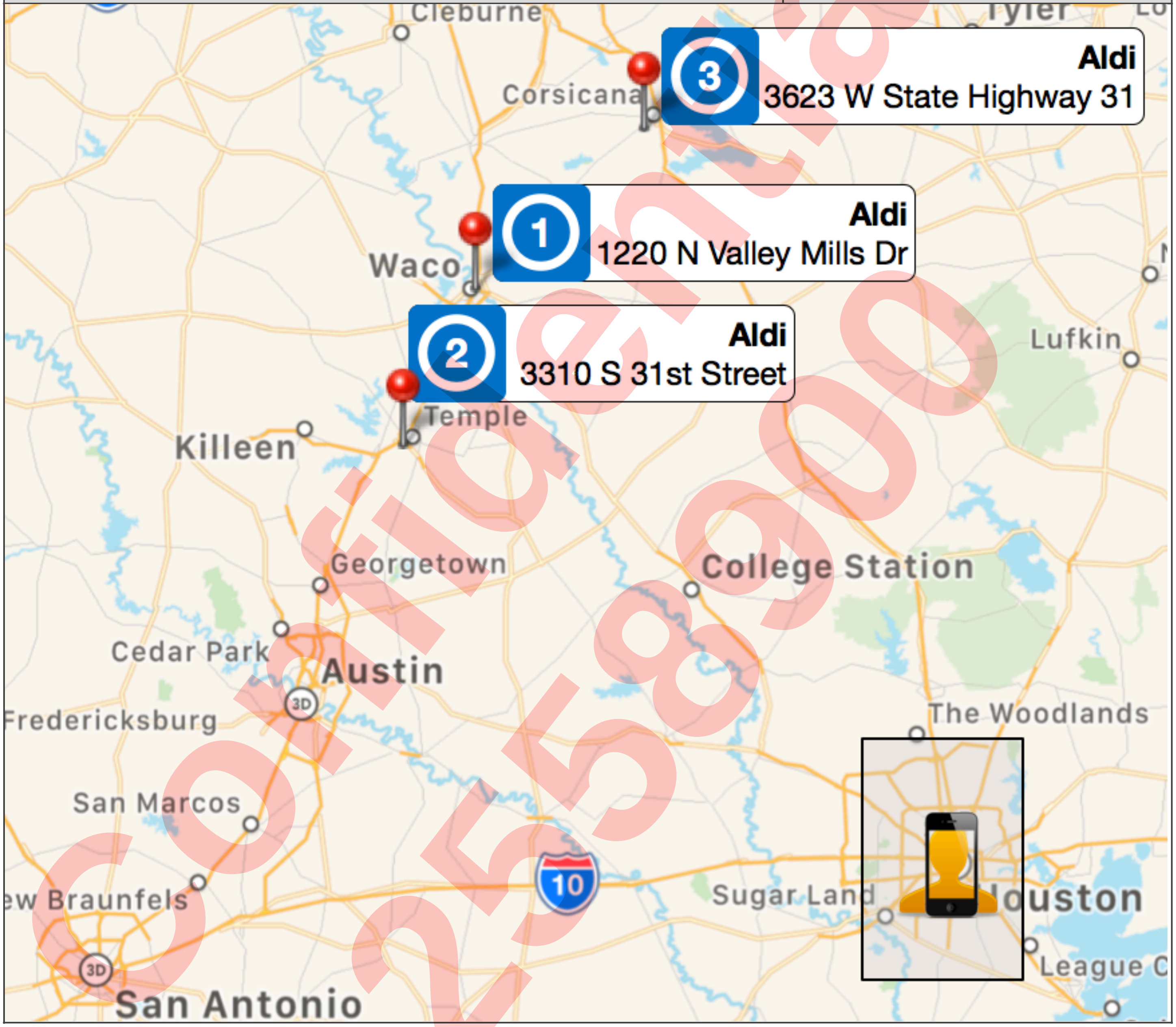
<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">④ Starbucks
601 Westlake Center, Daly City, CA 94015
Classification: Coffee
 </td><td>Relevance</td><td>Bad (Distance/Prominence)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This Starbucks is outside of the boundaries of the specified location and should be rated Bad since there are so many Starbucks to choose from in San Francisco.

All the data for the result is correct.</td></tr>
<tr><td rowspan="5">⑤ Starbucks
12 Manor Plaza, Pacifica, CA 94044
Classification: Coffee
 </td><td>Relevance</td><td>Bad (Distance/Prominence)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Approximate</td></tr>
<tr><td colspan="2">This Starbucks is outside of the boundaries of the specified location and should be rated Bad since there are so many Starbucks to choose from in San Francisco.

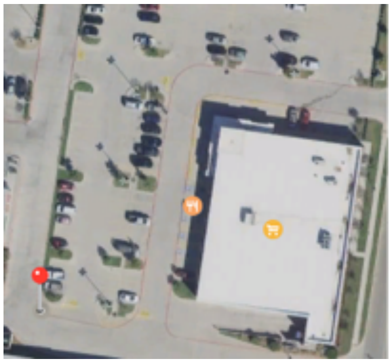
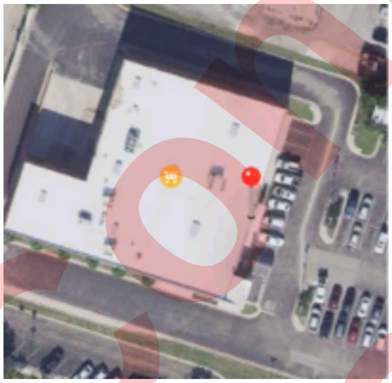
The pin drops within the Half n' Half rule boundaries of the shared parking lot.</td></tr>
</table>

Confidential
255800

Query	User and Viewport
[Aldi waco tx]	*User and fresh viewport in Houston, TX*
User Intent: The user asked for a specific chain business in a specific location. The fresh viewport can be ignored since the user has a specific area in mind for results. Because there are very few stores within the specified area, results outside it are gradually demoted.	
Is there a Navigational Result for this Query?	Yes



Cleburne
Tyler
3
Aldi
3623 W State Highway 31
Corsicana
1
Aldi
1220 N Valley Mills Dr
Waco
2
Aldi
3310 S 31st Street
Lufkin
Temple
Killeen
Georgetown
College Station
Cedar Park
Austin
3D
Fredericksburg
The Woodlands
San Marcos
10
ew Braunfels
Sugar Land
Houston
League C
3D
San Antonio

<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">① ALDI
1220 N Valley Mills Dr, Waco, TX 76710
Classification: Grocery
</td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Approximate</td></tr>
<tr><td colspan="2">ALDI is a well-known chain business. Research confirms that the location modifier in the query narrows possible results to a single unique location. This is the only location eligible for a Navigational rating.
The pin drops within the shared parking lot.</td></tr>
<tr><td rowspan="5">② ALDI
3310 S 31st St, Temple, TX 76502
Classification: Grocery
</td><td>Relevance</td><td>Good (Distance/Prominence)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Although this result is not in Waco, research shows that, unlike the many Starbucks in San Francisco, there are very few Aldi stores in the Waco area. That is why this nearby result should be demoted -2 for distance from the highest possible initial rating of Navigational and rated Good.
The pin drops on the edge of the appropriate rooftop and can be rated Perfect.</td></tr>
</table>

Results	Ratings and Explanation	
③ **ALDI** 3623 W State Highway 31, Corsicana, TX Classification: Grocery 	Relevance	**Acceptable** (Distance/ Prominence)
	Name Accuracy	**Correct**
	Address Accuracy	**Incorrect –** Postal Code
	Pin Accuracy	**Perfect**
	Although this result is not in Waco, research shows that, unlike the many Starbucks in the San Francisco example above, there are very few Aldi stores in the Waco area. This result has been demoted -3 from the highest possible initial rating of **Navigational** to **Acceptable** because it is significantly farther from the area of expected results. The postal code, which is a mandatory address component, is missing from the result address.	

10.6.3.2. Specific Location Modifier

Location modifiers in the form of streets or full addresses are referred to as specific location modifiers.

When the a query includes a specific location modifier, results that satisfy the location intent should not be demoted for distance:

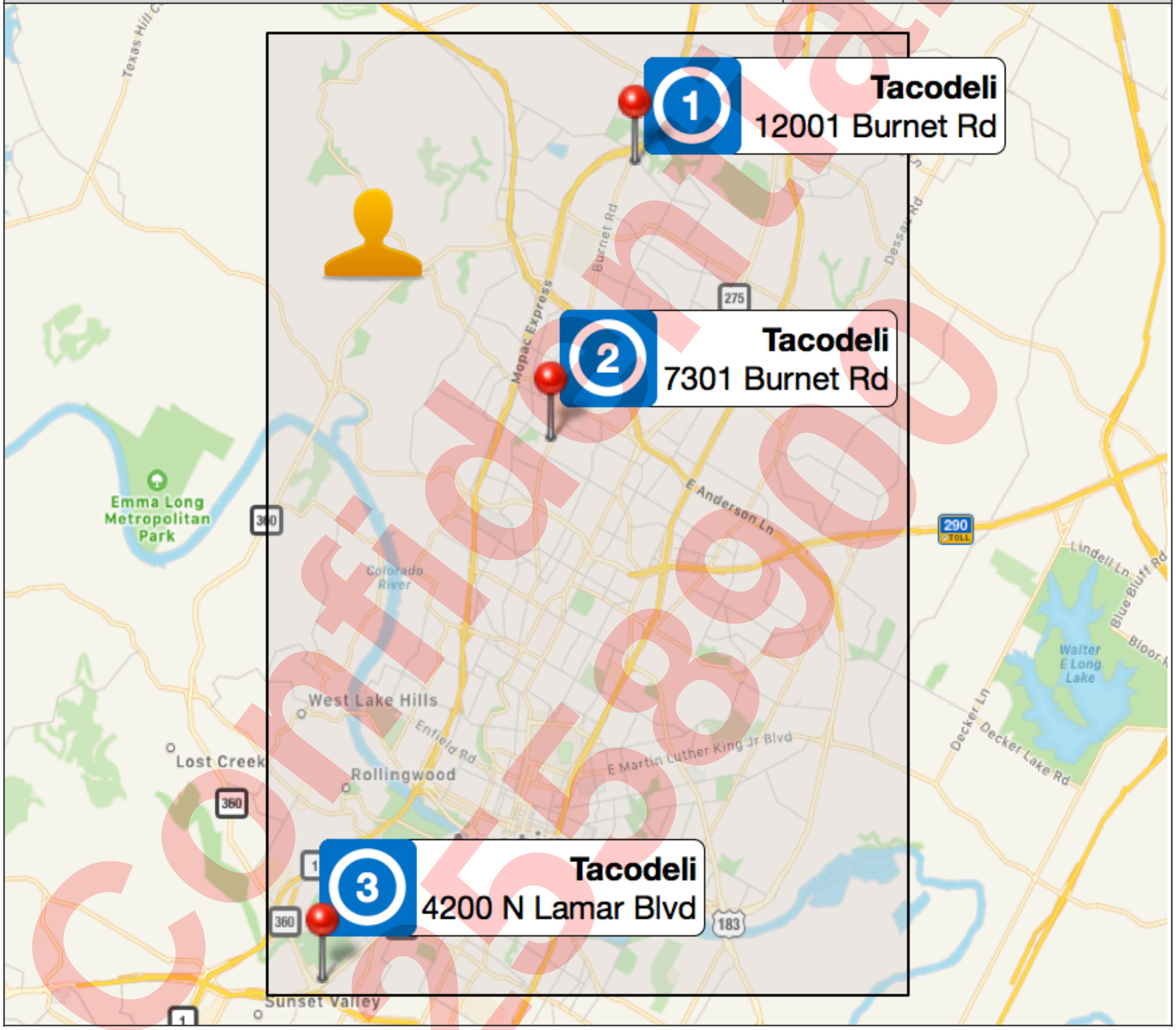
Location of results	Number of results inside the requested location	Rating and Explanation
Inside the requested location	None	Consider the the location modifier a general one and demote results based on distance to the specified location.
	One	If there is a only a single result present in the specified location it should receive a rating of **Navigational**. It is promoted because it is the only result that satisfies the user intent
	More than one	When there are multiple results in the location, they should all receive a rating of **Excellent**. Ignore user and viewport location. The user has already told you exactly where they are looking for results.

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="11">[kate spade 789 Madison Ave, New York]
<i>User and large, fresh viewport in New York, NY</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Kate Spade New York
789 Madison Ave, New York, NY 10065
Classification: Accessories
 </td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This chain business query includes a specific location modifier in the form of a full address. Research confirms that this is the address of queried business, so this result is eligible for a Navigational rating.
All the data for the result is correct and the pin is Perfect.</td></tr>
<tr><td rowspan="5">Kate Spade New York
205 Columbus Ave, New York, NY 10023
Classification: Accessories
 </td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This is a very specific query and the result does not satisfy the specific location modifier and would not be useful to the user searching only for the location at the specified address. This result is rated Bad.
All the data for the result is correct.</td></tr>
</table>

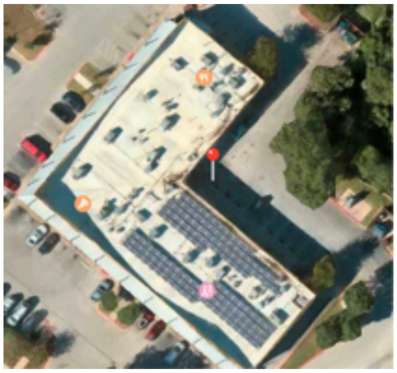
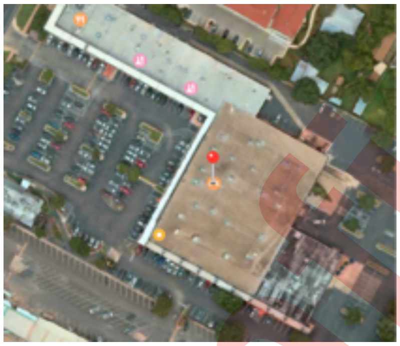
Query	User and Viewport
[tacodeli burnet rd]	*User and fresh Viewport in Austin, TX*

User Intent: Since there are two Tacodelis located on the named street, both are primary intent. Any other location is rated **Bad**.

Is there a Navigational Result for this Query?	**No**



1
Tacodeli
12001 Burnet Rd
2
Tacodeli
7301 Burnet Rd
3
Tacodeli
4200 N Lamar Blvd
Texas Hill C
Burnet Rd
Dessau Rd
275
Mopac Expressway
E Anderson Ln
290 TOLL
Emma Long Metropolitan Park
360
Colorado River
Lindell Ln
Blue Bluff Rd
Bloor
Walter E Long Lake
West Lake Hills
Enfield Rd
E Martin Luther King Jr Blvd
Decker Ln
Decker Lake Rd
Lost Creek
Rollingwood
360
1
360
183
Sunset Valley
1

Results	Ratings and Explanation	
① **Tacodeli** 12001 Burnet Rd, Austin, TX 78757 Classification: Mexican 	Relevance	**Excellent**
	Name Accuracy	**Correct**
	Address Accuracy	**Correct**
	Pin Accuracy	**Approximate**
	At first glance, this chain business query with a specific location modifier may suggest the user is looking for a unique location. However, research indicates that there are two branches of this restaurant on the same road. Both are therefore eligible for a rating of **Excellent.** The pin drops off the edge of the appropriate rooftop and should be rated **Approximate**.	
② **Tacodeli** 7301 Burnet Rd, Austin, TX 78758 Classification: Mexican 	Relevance	**Excellent**
	Name Accuracy	**Correct**
	Address Accuracy	**Correct**
	Pin Accuracy	**Perfect**
	At first glance, this chain business query with a specific location modifier may suggest the user is looking for a unique location. However, research indicates that there are two branches of this restaurant on the same road. Both are eligible for a rating of **Excellent.** All the data for the result is correct.	
③ **Tacodeli** 4200 N. Lamar Blvd, Austin, TX 78756 Classification: Mexican 	Relevance	**Bad** (User Intent Issue)
	Name Accuracy	**Correct**
	Address Accuracy	**Correct**
	Pin Accuracy	**Perfect**
	This result does not satisfy the specific location modifier and would not be useful to the user searching only for locations along Burnet Road and is therefore rated **Bad**. However, if there are no results present on this road, consider the location modifier as a general one and demote results based on distance to the road	

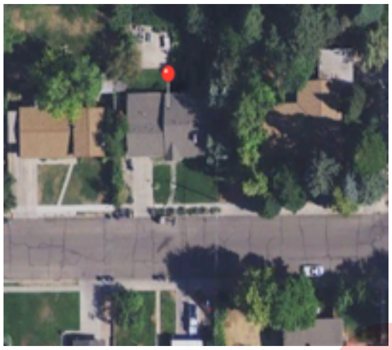
When a query is for a POI on a named street, results for this POI that are on the named street but have an official address on another street can also be rated **Excellent**.

10.6.4. Back Offices and Businesses with no Physical Location

These type of results are most often rated **Bad** because they are either not useful to the user or have no maps intent at all.

Business Type	Example	Rating and Explanation
No Physical location	Mobile locksmith	Businesses with no physical location, like mobile locksmiths or mobile dog groomers, have no relevance for maps and are rated **Bad**.
Back Office	Administrative offices of a company	Back offices are usually not open to the public. Rate them with a lower prominence. In most cases the relevance rating will be **Bad** unless these offices match the specific user intent.
Home Business	Home based calligrapher	Unless your Country Specific guidelines state otherwise, give businesses running out of a home very low prominence. These businesses see customers by appointment only and have no regular opening hours or brick and mortar businesses (like a store with regular hours where customers can drop by and choose from a large selection of merchandise). The most likely relevance rating is **Bad**, unless there is a likely user intent or the suggestion is similar to a bed and breakfast or other business that a user may want to visit.

For these type of results, rate the address accuracy according to the official website or consensus of three sources, otherwise rate **Can’t Verify.** If the entire address is missing, rate **Can’t Verify**. If an address is present, rate the pin according to the address in the result. If no address is present, rate the pin **Can’t Verify**.

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="6">[flower shop]
<i>User and fresh viewport in Provo, UT</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Wendy's Flower Affair
1175 E 930 N, Provo, UT 84604
Classification: Wedding Planning
</td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Research shows that this is a business run out of a residential home, not a showroom full of flowers. The relevance rating for this location is Bad. We have been able to confirm the address and pin for this business and they will be rated Correct.
This business will not be rated Business/POI is closed/does not exist because we want to reserve that option for businesses and POIs that truly do not exist.</td></tr>
</table>

10.6.5. Business/POI does not Exist

There are situations where a result returned is for a business that does not exist. You will still need to rate relevance as if the business were open.

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="4">[sushi]
<i>User and fresh viewport in Sunnyvale, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="3">Ocean Blue Sushi Club
1010 E El Camino Real,
Sunnyvale, CA 94087
Classification: Sushi
 </td><td>Business/POI is closed/does not exist</td><td>☑</td></tr>
<tr><td>Relevance</td><td>Excellent</td></tr>
<tr><td colspan="2">Research shows that this business is closed. The checkbox for Business/POI is closed/ does not exist should be selected. Name, address and pin accuracy questions will not appear. The relevance rating for this location is Excellent because if this business were open, it would be a very good result for the query.</td></tr>
<tr><td rowspan="4">[hotel]
<i>Fresh viewport over North Shore, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="3">North Shore Hotel
99300 Sea View Drive, Hwy 11
North Shore, CA
Classification: Hotel

Sea View Dr
Corvina Dr

</td><td>Business/POI is closed/does not exist</td><td>☑</td></tr>
<tr><td>Relevance</td><td>Excellent</td></tr>
<tr><td colspan="2">The North Shore hotel no longer exists at this address, but its relevance is judged as if it were still in business.</td></tr>
</table>

10.7. Category Queries

Category queries are the broadest query type because they can return the greatest variety of results. Give prominence more weight than distance when rating them.

The highest relevance rating most category query results will receive is **Excellent**.

Category queries with a location modifier are the only category queries eligible for a **Navigational** rating (see Navigational Results for Category Queries).

You'll need to determine the user's intent based on the query:

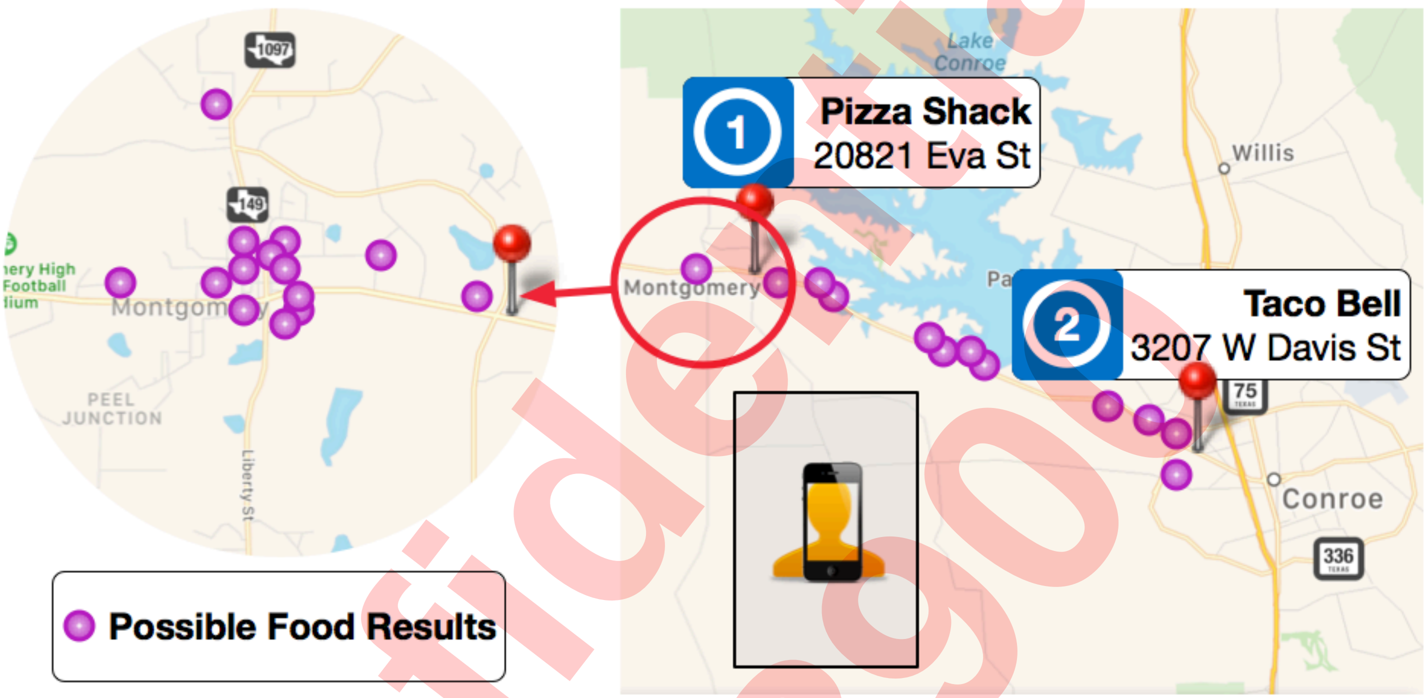
- **Primary Intent** refers to the businesses or POI the user is expecting to see for the given category.
- **Secondary Intent** refers to businesses that fit the category intent but would not be the user's first choice. Secondary intent results will receive a demotion of -1 or an initial rating of **Good**.
- **Unlikely Intent** refers to results that technically match the query terms or category intent, but do so poorly. They receive a demotion of -2 or an initial rating of **Acceptable**.

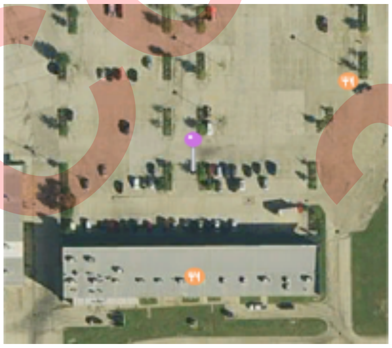
10.7.1. Category Query with Location Modifier

If the query contains a location modifier, all results within the specified location should receive the highest possible initial rating of **Excellent**. Results outside the expected location should be demoted based on their distance from the location modifier and the number of possible real-world results within it. User and viewport location should be disregarded.

Further demotions can be applied based on how well the result fits the intent of the category.

Query	User and Viewport
[Food montgomery tx]	*User and viewport outside Montgomery, TX*
User Intent: Any food provider or restaurant within the named locality is considered primary intent. Given the large number of possible results within the explicit area, results outside it are rated **Bad**.	
Is there a Navigational Result for this Query?	**No**


1097
149
Montgomery
PEEL JUNCTION
Liberty St
ery High Football dium
● Possible Food Results
Lake Conroe
1 Pizza Shack 20821 Eva St
Willis
Montgomery
Pa
2 Taco Bell 3207 W Davis St
75
Conroe
336

Results	Ratings and Explanation	
① **Pizza Shack** 20821 Eva St, Montgomery, TX Classification: Pizza 	Relevance	**Excellent**
	Name Accuracy	**Correct**
	Address Accuracy	**Incorrect –** Postal Code
	Pin Accuracy	**Approximate**
	All results that satisfy the 'Food' intent located in Montgomery are eligible for an initial rating of **Excellent**. The postal code, which is a mandatory address component, is missing from the result address. The pin drops into the shared parking lot.	

Results	Ratings and Explanation	
② **Taco Bell** 3207 W Davis St, Conroe, TX 77304 Classification: Fast Food 	Relevance	**Bad** (Distance/Prominence)
	Name Accuracy	**Correct**
	Address Accuracy	**Correct**
	Pin Accuracy	**Perfect**
	Given the large number of places to get food in Montgomery, results outside of it are rated **Bad**. All the data for the result is correct.	

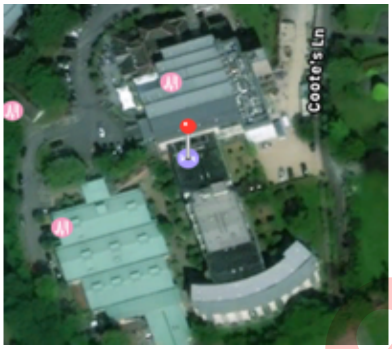
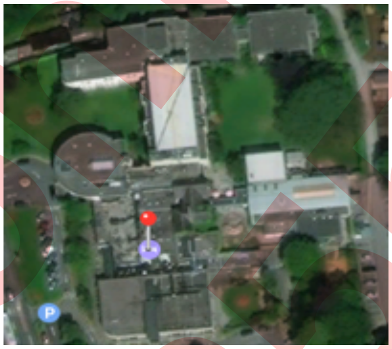
10.7.2. Navigational Results for Category Queries

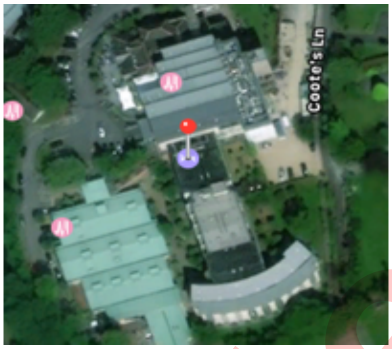
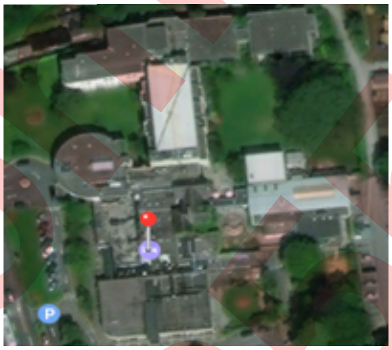
Sometimes it's not clear whether a query is for a category or a specific business/POI. What first appears to be a category query with a location modifier may lead to a single prominent result which can be rated **Navigational.**

Due to the ambiguity of these queries, even if there is a **Navigational** result, the query should still be treated as a potential category query and other results considered relevant.

When deciding if a category query could have a Navigational result, consider:

- The actual wording of the query
- Possible results in the real world
- Local knowledge
- Prominence

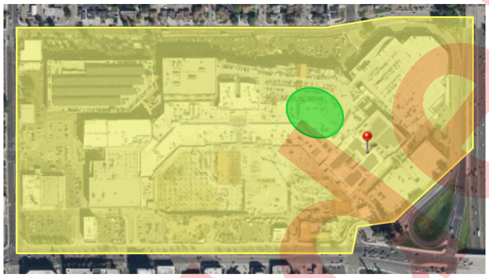
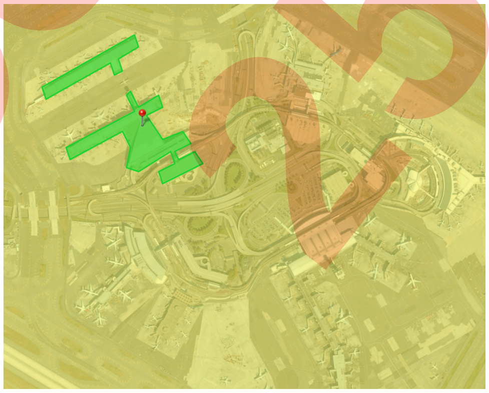
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="11">[hotel kilkenny]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td>Yes</td></tr>
<tr><td rowspan="5">Hotel Kilkenny
College Road, Kilkenny R95 KP08
Ireland
Classification: Hotel
 </td><td>Relevance</td><td>Navigational</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result is an exact match to the query. The wording of the query leads to a single result, so it’s likely the user intent is this specific hotel.
The address is correct without a street number because it matches what's found on the official website. The pin landing in the hotel's roof is Perfect.</td></tr>
<tr><td rowspan="5">Newpark Hotel
Castlecomer Road, Kilkenny R95 KP63, Ireland
Classification: Hotel
</td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Although the wording of the query suggests a single result, there is still a possibility that the intent is for any hotel in Kilkenny. Since this could be a category query with a location modifier, all hotels in this locality should be rated as Excellent.
The address is correct without a street number because it matches the address shown on the official website. The pin is Perfect because it lands on the hotel’s rooftop.</td></tr>
</table>

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="11">[Kilkenny hotel]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Hotel Kilkenny
College Road, Kilkenny R95 KP08
Ireland
Classification: Hotel
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">There is no result that matches the exact wording of the query, so this is more likely to be a category query with a location modifier. Any hotel result returned in the locality of Kilkenny would be rated Excellent.
The address is correct without a street number because it matches what appears on the official website. The pin landing the hotel's roof is Perfect.</td></tr>
<tr><td rowspan="5">Newpark Hotel
Castlecomer Road, Kilkenny R95 KP63, Ireland
Classification: Hotel
</td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Any hotel result returned in the locality of Kilkenny would be rated Excellent, completely satisfying the ‘Category with Location Modifier’ query
The address is correct without a street number because it matches the address shown on the official website. The pin is Perfect because it lands on the hotel’s rooftop.</td></tr>
</table>

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="11">[airport berlin]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Berlin Tegel Airport
13405 Berlin, Germany
Classification: Airport
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">There are two equally prominent airports in Berlin. Since there is more than one possible result for this query in the real world, it is likely to be a category query with a location modifier. All airports within the queried locality should be rated as Excellent.
The address is correct without a street number and street name because this is a POI without an expected address so a locality and postal code are appropriate. The pin is Perfect because it lands on the airport’s rooftop.</td></tr>
<tr><td rowspan="5">Berlin Schönefeld Airport
12521 Berlin, Germany
Classification: Airport
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">There are two equally prominent airports in Berlin. Since there is more than one possible result for this query in the real world, it is likely to be a category query with a location modifier. All airports within the queried locality should be rated as Excellent.
The address is correct without a street number and street name because this is a POI without an expected address so a locality and postal code are appropriate. The pin is Perfect because it lands on the airport’s rooftop.</td></tr>
</table>

10.7.3. Clear Categories

When a query is clearly for a straightforward category, results must also belong to that category

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="7">[mall]
<i>User and fresh viewport in Santa Clara, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Sephora
2855 Stevens Creek Blvd,
Santa Clara, CA 95050
Classification: Beauty Supplies
</td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Approximate</td></tr>
<tr><td colspan="2">The query intent is for a mall. The result is a store inside Westfield Valley Fair mall and is within the viewport. Since the query is a category and the result is a specific store, which the user did not ask for, rate Bad due to user intent. If the result had been the entire mall, the result would be rated Excellent.
The name and address can be confirmed on the official website. The pin is Approximate because it does not land on Sephora's location (shown in green) according to the mall’s official map.</td></tr>
<tr></tr>
<tr><td rowspan="6">[airports]
<i>User and fresh viewport in New York, NY</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Terminal 8
JFK International Airport
Queens, NY 11430
Classification: Airport
</td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The result is a terminal that's part of JFK International Airport. Since the query is a category and the result is a specific terminal and not the airport itself, rate Bad due to user intent.
The name and address can be confirmed on the official website. The pin is Perfect because it lands on one of the rooftops of Terminal 8 according to the official airport map.</td></tr>
</table>

Confidential
25890

10.7.4. Soft Categories

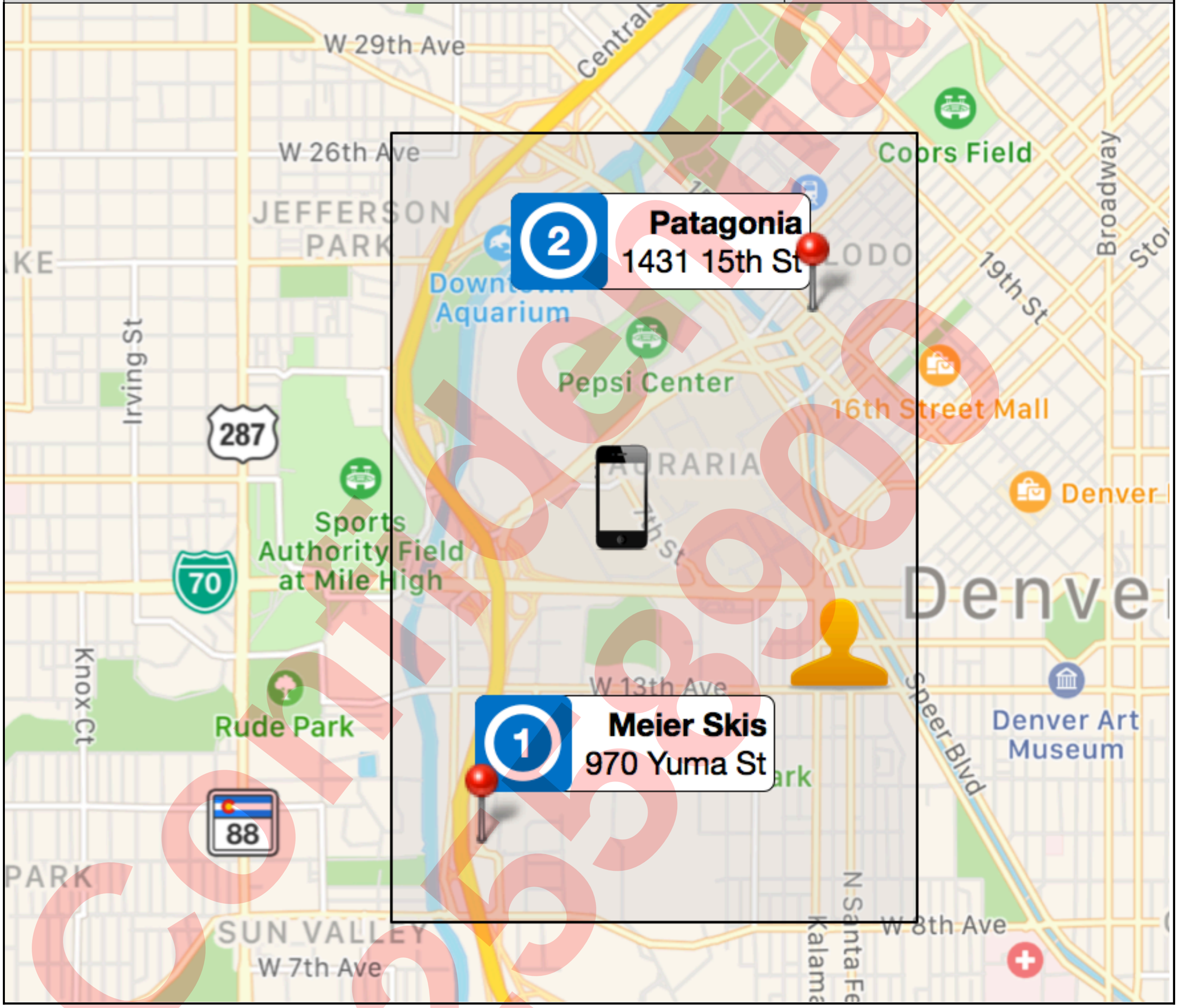
Some category queries are straightforward and may have results that satisfy an intent exactly, like **[italian restaurant].** However, sometimes categories are very small or have multiple interpretations, so several different types of results could satisfy the user's intent. These are called "soft categories."

These category queries will produce a variety of results, each of which could satisfy the query intent to a greater or lesser degree. How well a result satisfies a category query will vary depending on the the services typically offered by the result entities in that market and the customs of the specific market.

It's often difficult to define which businesses or chains belong in any one soft category, so you'll have to research the individual results provided to make your rating decisions. For instance, the query **[ski shop]** is very specific and is associated with the more general Sporting Goods category.

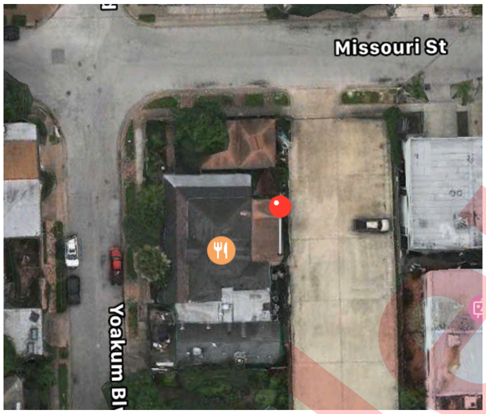
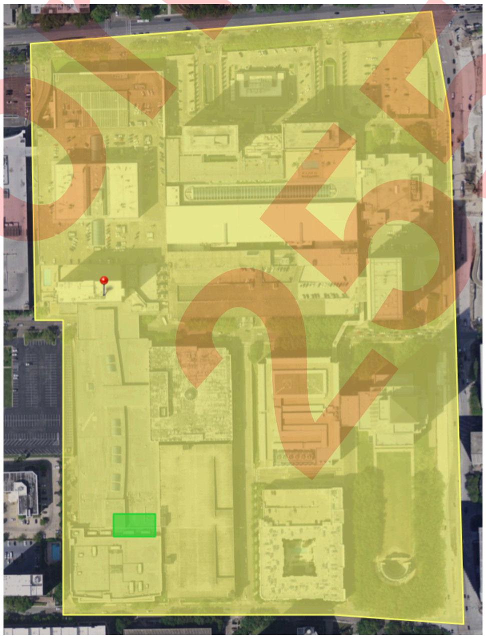
Confidential
2558900

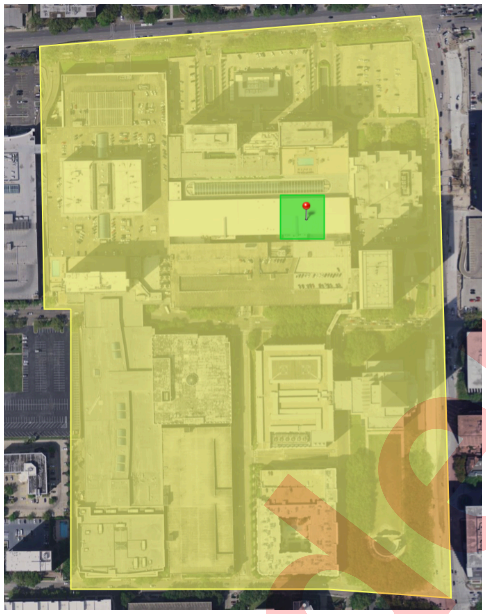
Query	User and Viewport
[ski shop]	*User and fresh viewport in Denver, Co*
User Intent: The user is looking for places that sell ski clothing and equipment. Any store that carries such items is consider primary intent.	
Is there a Navigational Result for this Query?	No



W 29th Ave
Central
W 26th Ave
JEFFERSON PARK
Coors Field
Broadway
Patagonia
1431 15th St
LODO
19th St
Downtown Aquarium
Irving St
Pepsi Center
16th Street Mall
287
AURARIA
Denver
Sports Authority Field at Mile High
70
Denver
Knox Ct
W 13th Ave
Speer Blvd
Rude Park
Meier Skis
970 Yuma St
Denver Art Museum
88
PARK
SUN VALLEY
W 7th Ave
N Santa Fe
Kalama
W 8th Ave

<table>
<tr><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="5">① Meier Skis
970 Yuma St, Suite 190
Denver, CO 80204
Classification: Ski Equipment
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Business is a shop dedicated to skiing, which would satisfy the primary intent of this category.</td></tr>
<tr><td rowspan="5">② Patagonia
1431 15th St
Denver, CO 80202
Classification: Sports Wear
 </td><td>Relevance</td><td>Good (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Stores that sell ski clothing would be considered secondary intent for the category query [ski shop].</td></tr>
</table>

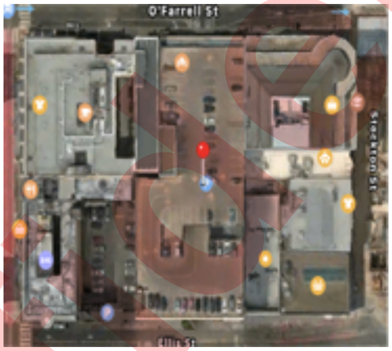
Query	Results	Ratings and Explanation	
[italia] *User and fresh viewport in Houston, TX*	**Is there a Navigational Result for this Query?**		**No**
	Riva's Italian Restaurant 1117 Missouri St Houston, TX 77006 Classification: Italian 	Relevance	**Excellent**
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The most likely user intent for this query is Italian restaurants. This result satisfies the user's intent.	
	Cafe Dolce Gelato 5135 W Alabama St, Ste 7315 Houston, Texas 77056 Classification: Ice Cream 	Relevance	**Good** (User Intent)
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Approximate**
		An Italian ice cream café is mostly likely a secondary intent for this query. The official mall map shows the exact location of the cafe. The pin lands on another part of the mall and is rated **Approximate**.	

Query	Results	Ratings and Explanation	
	Prada Houston Galleria 5015 Westheimer, Ste 2285A Houston, Texas 77057 Classification: Accessories 	Relevance	**Bad** (User Intent)
		Name Accuracy	**Correct**
		Address Accuracy	**Incorrect – Postal Code**
		Pin Accuracy	**Perfect**
		An Italian clothing store is an unlikely intent for this query. The name is Correct, but the postal code should be 77056. The official mall map shows the exact location of the store. The pin lands on this location and is rated **Perfect**.	

10.7.5. Category Query: Parking

"Parking" generally refers to:

- Parking lots
- Parking garages
- Parking decks

Example Type	Query	Results	Ratings and Explanation	
Specific Parking	**[parking]** *User and viewport in San Francisco, CA*	**Is there a Navigational Result for this Query?**		**No**
		Parking 123 O’Farrell St, San Francisco, CA 94102 Classification: Parking 	Relevance	**Excellent**
			Name Accuracy	**Partially Correct**
			Address Accuracy	**Correct**
			Pin Accuracy	**Perfect**
			Research reveals that the official name for this parking location is Ellis-O'Farrell Garage. Since an official name exists, the generic name “Parking” is demoted to **Partially Correct**.	
Generic Parking	**[parking]** *User and fresh viewport in San Francisco, CA*	**Is there a Navigational Result for this Query?**		**No**
		Parking 121 Spear St, San Francisco, CA 94105 Classification: Parking 	Relevance	**Excellent**
			Name Accuracy	**Correct**
			Address Accuracy	**Correct**
			Pin Accuracy	**Perfect**
			This result is the parking garage for the Rincon Center, which does not have a specific name according to official resources. Accept the generic name “Parking” as **Correct**.	

<table>
<tr><th>Example Type</th><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="6">Paid vs. free</td><td rowspan="6">[parking]
<i>User and fresh viewport in San Francisco, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Rincon Center Garage
121 Spear St, San Francisco, CA 94105
Classification: Parking
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result is the parking garage for the Rincon Center. It’s a parking garage accessible to the public for a fee. Free and paid parking are equally relevant. There should be no relevance demotion if the parking lot/garage requires payment and the query does not specifically ask for free parking.</td></tr>
<tr><td rowspan="6">Paid vs. free</td><td rowspan="6">[parking free]
<i>User and fresh viewport in Santa Clara, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Parking
3705 El Camino Real, Santa Clara, CA 95051
Classification: Parking
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The query specifically requests free parking, so the results should reflect the user’s request. This parking lot is free and should be rated as Excellent.
If the result were a parking lot that requires payment, then the correct relevance rating would be Bad, as it does not satisfy the user’s intent.</td></tr>
</table>

Example Type	Query	Results	Ratings and Explanation	
Affiliate parking that does not have a specific name	**[parking]** *User and Fresh Viewport in San Jose, CA*	**Is there a Navigational Result for this Query?**		**No**
		Stevens Creek Parking 2899 Stevens Creek Blvd, San Jose, CA 95050 Classification: Parking 	Relevance	**Excellent**
			Name Accuracy	**Correct**
			Address Accuracy	**Correct**
			Pin Accuracy	**Perfect**
			This parking lot has no specific name, but it is associated with a nearby business, therefore the name is **Correct**.	
Generic Parking	**[parking]** *User and fresh viewport in Palo Alto, CA*	**Is there a Navigational Result for this Query?**		**No**
		Parking 552 Waverley St, Palo Alto, CA 94301 Classification: Parking 	Relevance	**Excellent**
			Name Accuracy	**Correct**
			Address Accuracy	**Correct**
			Pin Accuracy	**Perfect**
			This result is a generic parking lot and there is no need for a specific name.	

Confidential
238900

<table>
<tr><th>Example Type</th><th>Query</th><th colspan="2">Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="6">Airport Parking</td><td rowspan="6">[parking]
<i>User and fresh viewport in San Francisco, CA</i></td><td colspan="3">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td colspan="2" rowspan="5">Parking
San Francisco, CA United States
Classification: Parking
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">This result refers to the parking lot of San Francisco International Airport. The generic name “Parking” is considered Correct. Pin must be dropped on the SFO parking lot. This is a POI without an expected address so just a locality is appropriate and rated Correct without a street number and street name.</td></tr>
<tr><td rowspan="6">Private vs. public parking</td><td rowspan="6">[parking]
<i>User and viewport in Santa Clara, CA</i></td><td colspan="3">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td colspan="2" rowspan="5">Parking
3600 Flora Vista Ave, Santa Clara, CA 95051
Classification: Parking
 </td><td>Relevance</td><td>Bad (User Intent)</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">The result in this example is a residents-only parking lot. This should be rated Bad because the lot is not useful for the general public.</td></tr>
</table>

10.8. Other Query Types

Queries can sometimes be less obvious or even ambiguous.

10.8.1. Routing Queries

When a query mentions two distinct locations that are not near each other, the user was likely looking for driving directions, so returning either of the two distinct locations used for the route is the best experience Search can offer. Each location should be rated **Excellent** for Relevance.

Query	Results	Ratings and Explanation	
[66 Chandos Pl, London WC2N 4HG Oxford]	**Is there a Navigational Result for this Query?**		**No**
	Oxford Oxford, United Kingdom Classification: n/a River Thames Walton St Pitt Rivers Museum OXFORD A420 The Covered Market nds Road tion Ground A4144 Christ Church Meadow	Relevance	**Excellent**
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The query includes two separate locations, which are very far away from each other, so the user was likely looking for routing directions. Returning either of the individual locations is expected and should be rated **Excellent**. The pin should be dropped within the boundaries of the result locality.	
	66 Chandos Pl 66 Chandos Pl London WC2N 4HG Classification: n/a 	Relevance	**Excellent**
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The query includes two separate locations, so the user was likely looking for routing directions. Returning either of the individual locations is expected and should be rated **Excellent**. The pin should be dropped on the address provided in the result.	

Confidential
v55300

Query	Results	Ratings and Explanation	
[route to Oxford]	**Is there a Navigational Result for this Query?**		**Yes**
	Oxford Oxford, United Kingdom Classification: n/a River Thames Walton St Pitt Rivers Museum OXFORD A420 The Covered Market A4144 nds Road tion Ground Christ Church Meadow	Relevance	**Navigational**
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		This routing query contains only one location.	

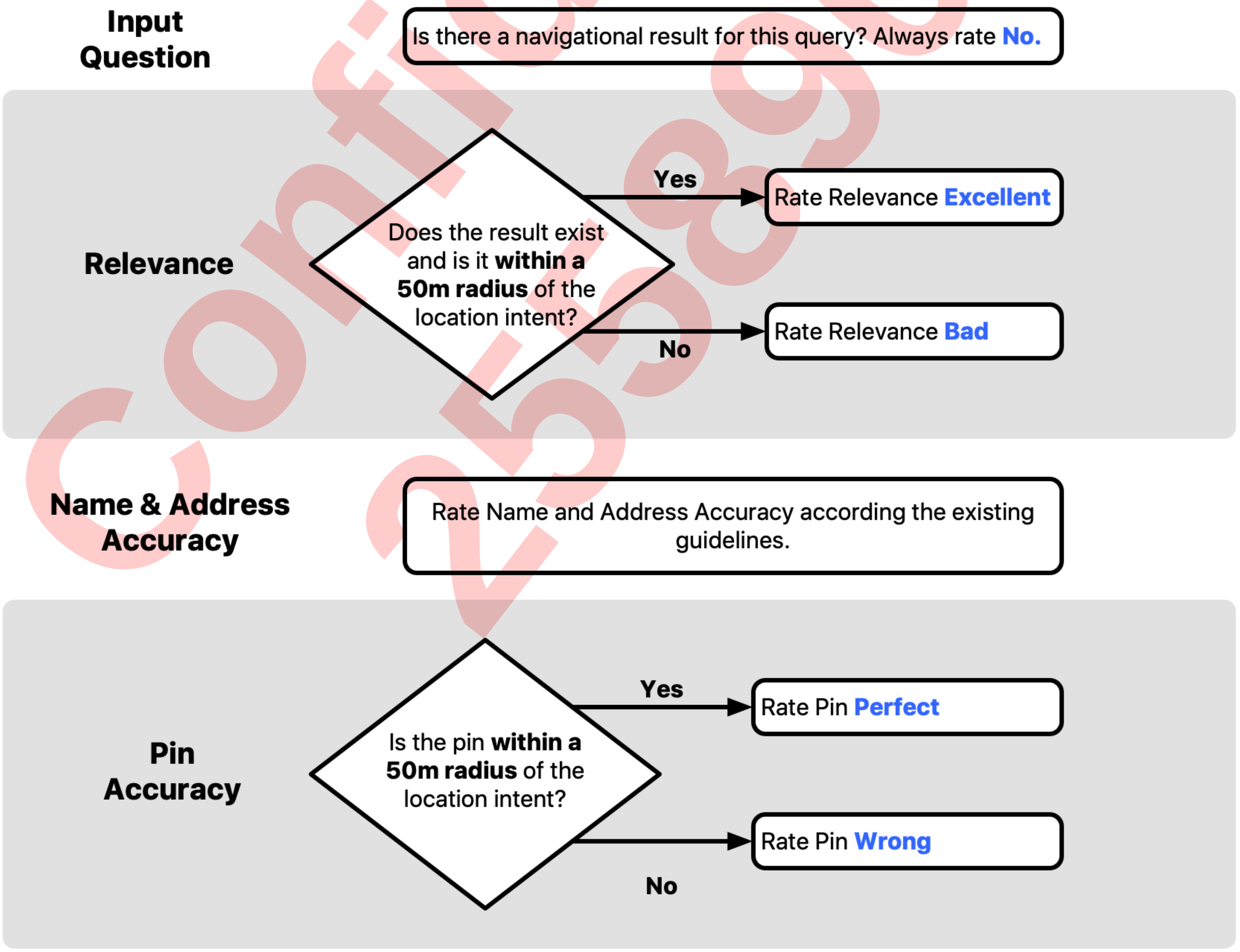
10.8.2. Coordinate and “My Location” Queries

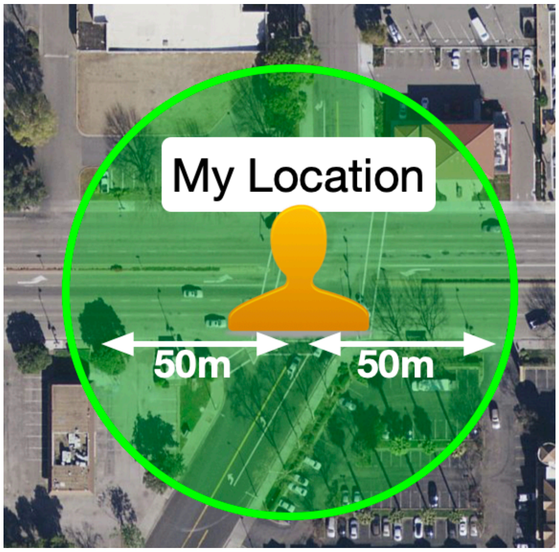
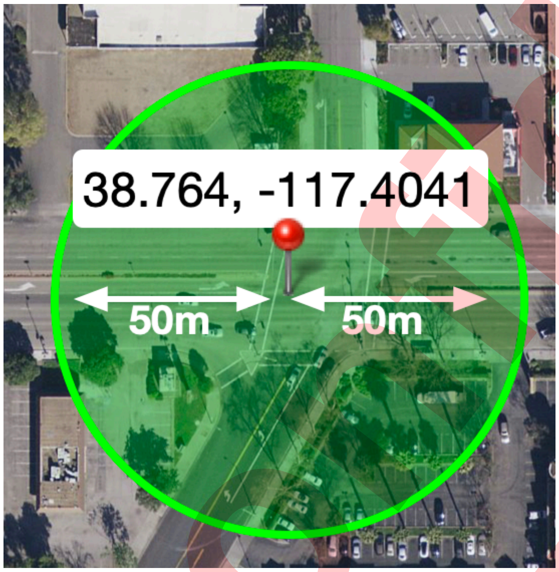
> **Note:** Results for coordinate and ‘’my location” queries (or any variation of these, like “current location,” “where I am,” and so on) are rated differently from the other results described in these guidelines. Please read this section carefully.

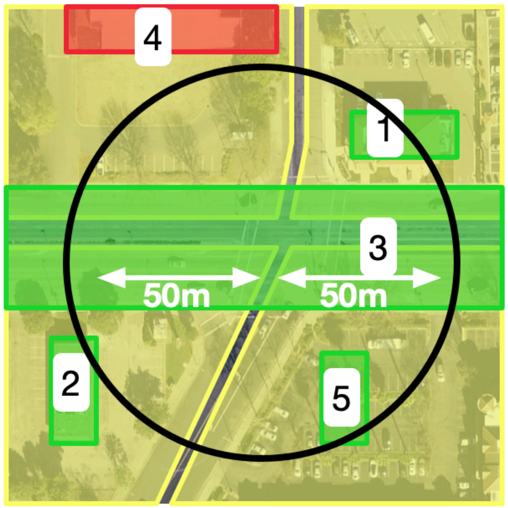
Pin and Relevance are rated separately using a 50m radius around the queried coordinates or the user location (for “my location” queries):

- **Relevance:**
  - A result that exists and is within the 50m radius is rated **Excellent**.
  - A result that does not exist *or* is outside of the 50m radius is rated **Bad**.
  - There will be **no** **Navigational** results.
- **Pin Accuracy:**
  - A pin that falls within 50m radius is rated **Perfect**.
  - A pin that falls outside the 50m radius is rated **Wrong**.
- **Name and Address Accuracy:**
  - Rate the name and address accuracy according the regular guidelines.

The graphic below gives an overview. These concepts are explained further on the following pages.


Input Question
Is there a navigational result for this query? Always rate No.
Relevance
Does the result exist and is it within a 50m radius of the location intent?
Yes
Rate Relevance Excellent
No
Rate Relevance Bad
Name & Address Accuracy
Rate Name and Address Accuracy according the existing guidelines.
Pin Accuracy
Is the pin within a 50m radius of the location intent?
Yes
Rate Pin Perfect
No
Rate Pin Wrong

Query	Pin Rating and Explanation
 My Location 50m 50m	Draw an imaginary circle with a 50m radius around the user’s location. Rate any pin inside the circle **Perfect** and any pin outside the circle **Wrong**.
 38.764, -117.4041 50m 50m	Draw an imaginary circle with a 50m radius around the queried coordinates. Rate any pin inside the circle **Perfect** and any pin outside the circle **Wrong**.

Results	Relevance Rating and Explanation
	Use an imaginary circle with a 50m radius around the queried location to rate relevance. A result that has any part of its Perfect area within the circle is rated **Excellent**. If a result does not have any Perfect area inside the circle, rate **Bad**. The Perfect area usually refers to the rooftop or section of the rooftop, but can include the parcel for parks and other features rated perfect for the parcel.

Result	Relevance Rating and Explanation	
1: 3495 El Camino Real Santa Clara, CA 95051	**Excellent**	Part of the POI is inside the 50m radius
2: 3530 El Camino Real Santa Clara, CA 95051	**Excellent**	Part of the POI is inside the 50m radius
3: El Camino Real (street name)	**Excellent**	The street is inside the 50m radius
4: United Furniture Club 3503 El Camino Real Santa Clara, CA 95051	**Bad**	No part of the POI is within the 50m radius
5: 3482 El Camino Real Unit B Santa Clara, CA 95051	**Bad**	Research shows this address does not exist

Note that the pin and result title do not need to match. For example, if a result for United Furniture Club is returned, but the pin is placed at the queried coordinates or user location, the Relevance Rating will still be **Bad**, but the pin rating will be **Perfect** even though it is far from United Furniture's location.

10.9. Unclear Results

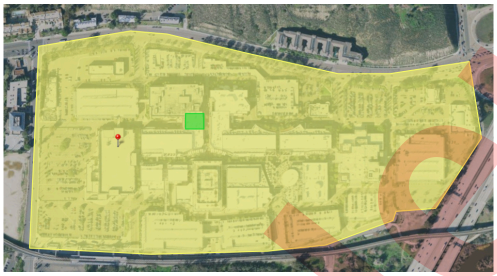
There may be times when it is difficult to determine exactly what the result is because the business name can't be identified with certainty or the business does not correspond with the given location and it cannot be confirmed as closed. When this happens, use all provided information (including information that is not rated, such as URL and phone number – never call a business) to reach a conclusion.

If there is a tie in the evidence, rate **Business/POI is closed/does not exist**, then rate relevance as if the entity did exist.

Query	Results	Ratings and Explanation	
[dressbarn] *User and fresh viewport in Houston, TX*	**Is there a Navigational Result for this Query?**		**No**
	dressbarn 5762 Hollister St Houston, TX 77040 Classification: Women's Clothing Additional info: URL: https://www.dressbarn.com/ Phone: 1-713-331-0007 W Tidwell Rd Northwest Fwy	Relevance	**Excellent**
		Name Accuracy	**Correct**
		Address Accuracy	**Incorrect – Street Number and Street Name**
		Pin Accuracy	**Approximate**
		The result name and URL are pointing to a dressbarn location. The address listed is associated with a business called Dots, located in the same shopping center, that has now closed. After researching the nearby area, a dressbarn with the same phone number as our result is found located within the same shopping center as our result address at **13256 Northwest Freeway, Houston, TX 77040**. The pin is located within the shared parking lot of the shopping mall. Because a business with the same name and phone number is found in the immediate surrounding area, we will consider the address incorrect for this result.	

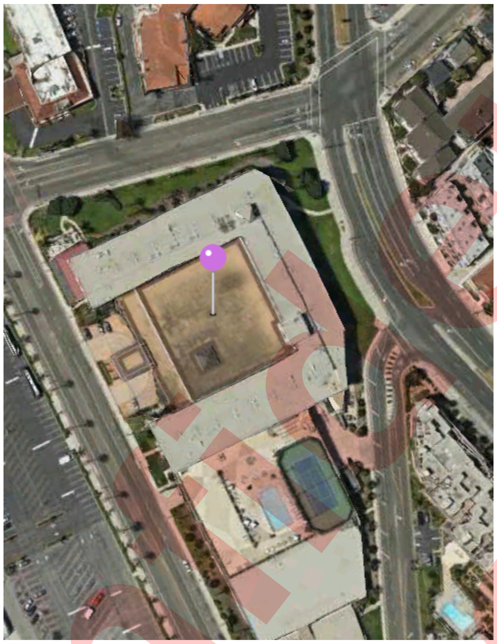
Confidential
2558

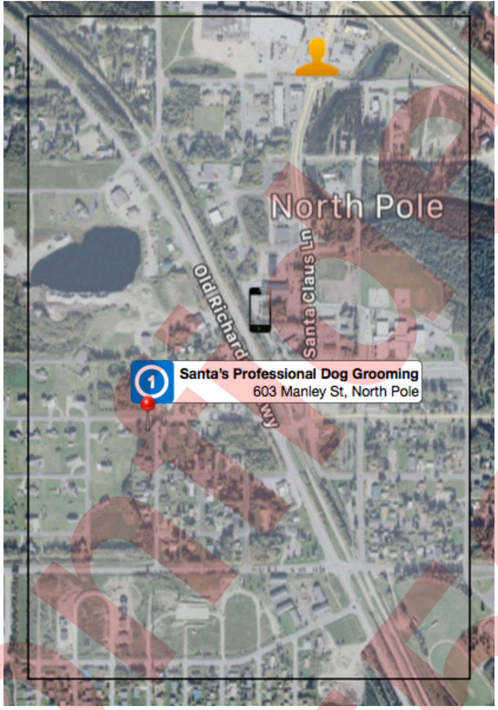
<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="6">[furniture store]
<i>User and Fresh San Diego, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">Pottery Barn
1350 Fashion Valley Rd, San Diego, CA 92108
Classification: Furniture Store

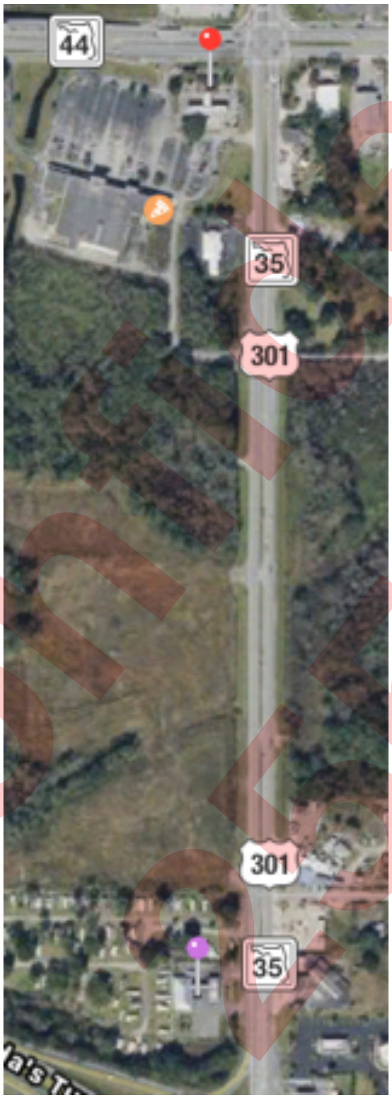
Additional info:
URL: www.potterybarn.com
Phone: 1-619-296-8014
</td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Correct</td></tr>
<tr><td>Address Accuracy</td><td>Incorrect – Street Number and Street Name</td></tr>
<tr><td>Pin Accuracy</td><td>Approximate</td></tr>
<tr><td colspan="2">The result name and URL point to a Pottery Barn location. The address listed is associated with a nearby business, Wells Fargo Bank. After researching the nearby area, a Pottery Barn with the same phone number as our result is found at 7007 Friars Road, San Diego, CA 92108, within the Fashion Valley Mall. The pin lands on the Fashion Valley Mall. Because a business with the same name and phone number is found in the immediate surrounding area, consider the address incorrect for this result.</td></tr>
<tr><td rowspan="6">[bar]
<i>User and Fresh Viewport in Sacramento, CA</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td>No</td></tr>
<tr><td rowspan="5">The Lot Bar
2333 S St
Sacramento, CA 95816
Classification: Dive Bar

Additional info:
Phone: 1-916-451-4682

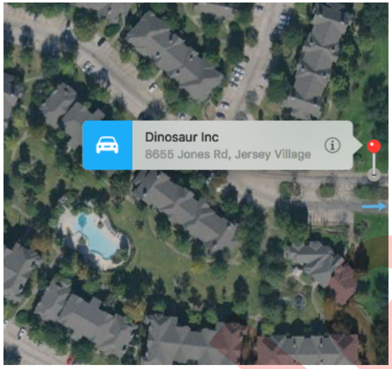
 </td><td>Relevance</td><td>Excellent</td></tr>
<tr><td>Name Accuracy</td><td>Incorrect</td></tr>
<tr><td>Address Accuracy</td><td>Correct</td></tr>
<tr><td>Pin Accuracy</td><td>Perfect</td></tr>
<tr><td colspan="2">Research on the result information shows that the address belongs to Round Corner Tavern. The result phone number also belongs to the Round Corner Tavern and the pin is located at the result address. Finally, there is no ‘Lot Bar’ located in the immediate area. Because all result information except for the name listed points to the Round Corner Tavern, we will consider the name incorrect for this result.</td></tr>
</table>

<table>
<tr><th>Query</th><th>Results</th><th colspan="2">Ratings and Explanation</th></tr>
<tr><td rowspan="4">**[holiday inn]**
User and fresh viewport in Santa Ana, CA</td><td colspan="2">**Is there a Navigational Result for this Query?**</td><td>**No**</td></tr>
<tr><td rowspan="3">**Holiday Inn**
300 N Harbor Drive
Redondo Beach, CA 90277
Classification: Hotels and Events
Additional Info:
URL: http://www.ihg.com/holidayinn
Phone: 1-310-750-1149
</td><td>Business/POI is closed/does not exist</td><td>☑</td></tr>
<tr><td>Relevance</td><td>**Excellent**</td></tr>
<tr><td colspan="2">Use all the information provided , even information that's not rated, like URL and phone number, to research the result.
In this case, research shows that the address belongs to a Crowne Plaza Hotel, not a Holiday Inn. Street imagery also shows that this building is a Crowne Plaza.
The result phone number does not belong to any business and the given URL does not point to any particular Holiday Inn.
Investigation of the surrounding area shows that there is no Holiday Inn in Redondo Beach, so this is not a case where the business has been misplaced and the result contains an incorrect street name or number.
Because the result information does not overwhelmingly point to a Holiday Inn at this location, rate the result **Closed/Does not exist.**</td></tr>
</table>

Query	Results	Ratings and Explanation	
[santa's dog grooming] *User and fresh viewport in North Pole, AK*	**Is there a Navigational Result for this Query?**		**No**
	Santa's Professional Dog Grooming 603 Manley St, North Pole AK, 99705 Classification: Pet Services Additional info: Phone: (907) 480-9701 URL: http://www.paulasprofessionaldoggrooming.com/  North Pole Old Richardson Hwy Santa Claus Ln 1 Santa's Professional Dog Grooming 603 Manley St, North Pole	Relevance	**Excellent**
		Name Accuracy	**Incorrect**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		Use all the information provided , even information that's not rated, like URL and phone number, to research the result. Here, research shows that the address, url, and phone number belong to **Paula's Professional Dog Grooming**. Since the evidence points to Paula's business actually existing at this location, the name **Santa's Professional Dog Grooming** is considered **Incorrect**. When rating relevance, ignore all data issues and rate the result as if the name and classification were correct. Because of the match between the query and the incorrect name, and how near the user is to the result in the fresh viewport, this result is rated **Excellent**. When rating other results, treat this one as closed/does not exist and don't demote the relevance of other, more distant, results. This is so that a valid result that's farther away won't be demoted solely due to this naming error.	

Query	Results	Ratings and Explanation	
	Is there a Navigational Result for this Query?	No	
[gas station] *User and fresh viewport in Wildwood, FL*	**Shell** 1221 S Main St, Wildwood, FL 34785 Classification: Gas Station Additional info: URL: www.shell.com Phone: 1-352-748-6199 	Business/POI is closed/does not exist	☑
		Relevance	Excellent
		There are two gas stations in the immediate area: **Mobil (purple pin)** 1221 S Main St Wildwood, FL 34785 Phone: 1-352-748-6199 **Shell (red pin)** 1001 S Main St Wildwood, FL 34785 Phone: 1-352-748-8903 The result contains conflicting information from two nearby businesses. The result name and URL point to a Shell gas station a little north of the result address listed, while the result address and phone number point to a Mobil gas station. If, after researching all of the given information for a result no clear consensus of what the result is pointing to can be made, the result should be rated as **Closed/Does not exist**. You will still need to rate relevance as if the business were open. The result matches the query intent and is within the fresh viewport. The result should receive a rating of **Excellent**.	

<table>
<tr><th>Query</th><th>Results</th><th colspan="3">Ratings and Explanation</th></tr>
<tr><td rowspan="4">[dinosaur]
<i>User and large fresh viewport in Texas</i></td><td colspan="2">Is there a Navigational Result for this Query?</td><td colspan="2">No</td></tr>
<tr><td rowspan="3">Dinosaur Inc
8655 Jones Rd
Houston,TX77065

Additional info:
Phone: 1-281-531-6500
Classification: n/a
 </td><td colspan="2">Business/POI is closed/does not exist</td><td>☑</td></tr>
<tr><td>Relevance</td><td colspan="2">Excellent</td></tr>
<tr><td colspan="3">Research on the result information shows that the address belongs to Trails at Corinthian Creek Apartments. The result phone number belongs to a different apartment complex, Domain West Apartments. Finally, there is no evidence that the business Dinosaur Inc exists. Based on the information listed, rate the result as Closed/Does not exist.

You will still need to rate relevance as if the business did exist. The result matches the query intent and is within the large, fresh viewport. The result should receive a rating of Excellent.</td></tr>
<tr><td rowspan="4">[Salon di jalan tebet timur dalam raya jakarta selatan]

Translation: [Salons in Jalan Tebet Timur Dalam Raya, Jakarta Selatan] or [Category, Street Name, City Name]</td><td colspan="2">Is there a Navigational Result for this Query?</td><td colspan="2">No</td></tr>
<tr><td rowspan="3">Lowongan Guru Kimia SMA SMU Di Jakarta
Jalan Danau Sunter Utara No. 1
Tanjung Priok
DKI Jakarta 14350
Indonesia
Classification: Education

Result Title Translation:
[Job Opening for High School Chemistry Teacher in Jakarta]
Additional info:
Lat/long: -6.13799,106.86598

Lowongan Guru Kimia SMA SMU Di Jakarta
Jalan Danau Sunter Utara No. 1, Tanjung Priok

</td><td colspan="2">Business/POI is closed/does not exist</td><td>☑</td></tr>
<tr><td>Relevance</td><td colspan="2">Bad (User Intent)</td></tr>
<tr><td colspan="3">The query is for a category with a specific location modifier. The result is for a job opening which does not satisfy the intent and is not indicative of a POI. There is a possibility the result is for a particular high school, however, the result address is not tied to any high school and no specific school is named in the result title. Since the result data is ambiguous and does not represent a single POI this entity should be rated Closed/Does not exist.

You will still need to rate relevance as if the business were open. The user's intent is for a Salon on a specific street. The result does not match this intent and should be rated as Bad.</td></tr>
</table>

11. Top Rating Tips

Solutions to the most common rating dilemmas.

11.1. What's the relevance when query is business/POI name and address and the result is only the address?

When a user types in the name of a business or a POI along with its address, they expect to see the business mentioned in the query as part of the result. If the result is the address alone and does **not** mention the business, the user cannot be certain that the query and the result refer to the same thing. This is why the result's relevance is **Bad**.

Address and pin accuracy can be rated as usual.

Query	Results	Ratings and Explanation	
[Gary Danko 800 North Point St, San Francisco, California 94109]	**800 North Point** 800 North Point St, San Francisco, California 94109 Classification: American (New) 	Relevance	**Bad** (User Intent)
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		Result is for the address and not the business stated in the query, so the user cannot know whether or not the query and result refer to the same thing. This is why the result's relevance is **Bad**.	

11.2. What's the relevance when the query is a street name and the result is a single business on that street?

A query for an entire street is very broad. When the result is just one business or one address on that street, it is too specific to satisfy the broad intent of the query.

Name, address, and pin accuracy can be rated as usual.

Query	Results	Ratings and Explanation	
[Stevens Creek Blvd]	**Little Sheep Mongolian Hot Pot** 19062 Stevens Creek Blvd Cupertino, CA, 95014 Classification: Chinese 	Relevance	**Bad** (User Intent)
		Name Accuracy	**Correct**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The result is for a business on the street. When the query is for a street, returning a single business is too specific a result for the broad query.	

11.3. How do I know what the location intent is when user is outside/inside a fresh viewport?

When a viewport is **fresh**, the location intent for results depends on whether the user is inside or outside the viewport:

- When a user is inside the viewport, that user's location is the location intent
- When a user is outside the viewport, results are expected in or near the viewport, no matter how near or far the user is from that viewport.

Viewport	User	Location Intent
Fresh	Inside Viewport	When the user is within a fresh viewport, take the user location as location intent. Results are generally expected in or near the viewport, and results inside the area cannot be rated **Bad** because of distance alone.
	Outside Viewport	Results are expected in or near the viewport area. If no results can be found in or near the viewport, use the user location as a secondary location intent.
	Missing	When the user is missing, the viewport remains the location intent.

11.4. How do I know what the location intent is when user is outside/inside a stale viewport?

When a viewport is **stale**, the user's location is considered the location intent for the results whether the user is inside or outside the viewport

Viewport	User	Location Intent
Stale	Inside Viewport	When the viewport is stale, consider only the user location as location intent.
	Outside Viewport	
	Missing	Use the stale viewport as location intent when the user location is missing.

11.5. This full address result does not exist. How do I rate it?

An address type result needs to be associated with a building or officially assigned to a plot of land in order to be useful to a user. Sometimes your research will show that a queried address simply does not exist. In cases like, this you'll see one of three types of results:

- **The closest verified address (on the same street, in the same city and state):** Rate relevance as **Excellent**.
- **The same address as the query address:** Rate relevance as **Excellent** and address as **Incorrect –** Address does not exist. The pin will be rated **Can't Verify**.
- **The queried street without a street number:** Rate relevance as **Acceptable**.

When a queried address does not exist, the answer to the question "Is there a navigational result for this query" will always be **No**.

Query	Results	Ratings and Explanation	
[2001 Duncan St, San Francisco]	**Is there a Navigational Result for this Query?**		**No**
	1099 Duncan St 1099 Duncan St., San Francisco, 94131, CA Classification: n/a 	Relevance	**Excellent**
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		If 2001 does not actually exist then selecting 1099, the closest number that does exist, is considered correct. For a locale that uses the rule of even numbers on one side of the street and the odd numbers on the other, we need to return the closest existing address on the same side of the street as the query. If the rule of odds and evens does not apply then the closest numeric number will be considered correct. The pin has to be correctly dropped on the address presented in the result.	
	2001 Duncan St 2001 Duncan St., San Francisco, 94131, CA Classification: n/a 	Relevance	**Excellent**
		Name Accuracy	**n/a**
		Address Accuracy	**Incorrect –** Address does not exist
		Pin Accuracy	**Can't Verify**
		Duncan Street only goes up to number 1099, but the query requests a non-existent number. The result returned is the same as the queried address and should be rated as **Excellent**. The pin rating for addresses that do not exist is **Can't Verify**.	

Confidential
25590

Query	Results	Ratings and Explanation	
	Duncan St Duncan St, San Francisco, 94131, CA Classification: n/a 	Relevance	**Acceptable** (User Intent)
		Name Accuracy	**n/a**
		Address Accuracy	**Correct**
		Pin Accuracy	**Perfect**
		The result returns only the street with a pin dropped within the boundaries of the street. This result technically satisfies the user intent, but this intent is unlikely, so relevance should be rated **Acceptable**.	

Appendix: Release Survey

You may occasionally be unable to rate a survey. To skip it, click **Release Survey** at the top right of the tool.

A pop-up window with a list of reasons for release will appear. You must choose one before you can release the survey.

Note: If you change your mind and decide to rate the survey, click **Cancel** at the bottom left of the pop-up window.

Reasons to Release

1. Adult Content

You are not comfortable rating queries and/or results that include businesses offering adult services or entertainment, like strip clubs.

2. Technical Issue

Technical issues that prevent rating include:

- Map or map features not loading.
- Query field is empty.
- Tool is not interactive. You cannot zoom in and out or move the map at all.
- Cannot submit ratings.
- Pins are missing or do not stay in place.
- Receiving 5 consecutive surveys with all results in China, if China, or Hong Kong, are not the markets you are rating.

If you choose this option, leave a comment describing the issue before releasing the survey.

Confidential
2558900

3. Not Enough Time Allocated

Select this option if the Estimated Rating Time is not sufficient to complete the task. Remember, the Estimated Rating Time is the average time over multiple tasks.

4. Other

Issues not mentioned above that prevent you from rating.

If you choose this option, you must leave a comment before you can release the survey.

Do Not Release

These issues will not prevent rating and are **not** reasons to release surveys:

- Poor satellite image, including clouds over target area or lack of image detail
- You can zoom in and out on map, but not as much as you'd prefer
- Rating is too difficult
- Query does not appear to be related to maps
- Query or results are from outside your market
- Query or results in unexpected languages and scripts:
  - If you see a query in an unexpected language or script, research it or use an online translation tool to find out what it means, then rate it as usual.
  - For results in an unexpected language or script see Result Name/Title in Unexpected Language or Script and Language/Script Issues in Address